





Phani Bhamidipati

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Executive Summary

Senior Engineering leader with 20+ years of experience transforming innovative ideas into high-impact and scalable products and building next-generation systems that drive exponential growth. Proven track record of leading large, globally distributed teams (100+), delivering high performance backend distributed systems and customer facing applications across mobile, web and multi-modal platforms. Passionate about building high-performing teams: served as an Amazon Bar Raiser driving talent acquisition, coaching, career development, and 30+ promotions, including Principal Engineer, Sr. SDM and Principal TPM.

Skills

Leadership & Strategy	Technical Expertise
<ul style="list-style-type: none">● Long-Term Tech Strategy & Vision● Organizational Design, Site Strategy & Succession Planning● Cross-Functional Team Management, Operational Excellence● Business Growth & Scaling Initiatives● Mentorship, Coaching & Leadership Pipeline Development	<ul style="list-style-type: none">● Generative AI, Large Language Models (LLM)● Digital Subscription Lifecycle Management● Mobile, Multi-modal Device Software & Accessibility Technology● FinTech, Accounting & Payments Systems● Cloud (AWS) Architecture & Distributed Systems

Professional Experience

Amazon.com

Seattle, WA

Sr. Manager Software Development, Alexa+

Sep 2023 – Present

- Engineering leader responsible for delivering critical components in Alexa+, the next generation of Alexa, powered by generative AI that brings Alexa's vision to be the world's best personal AI assistant closer to reality. Spearheading the development of technologies that 1) enable discovery, upsell and purchase of memberships across multiple Alexa ingress channels, 2) provide tier based access to premium features via low-latency, high-availability entitlement service, and 3) enhance Alexa's emergency handling capabilities allowing members to reach out to loved ones or 24/7 live agents in critical situations.
- Single threaded engineering leader collaborating with cross-functional stakeholders - including product, go-to-market, UX, science, preview and finance teams - to balance cost, time-to-market and feature scope, ensuring the delivery of a seamless and impactful customer experience.
- Responsibilities include defining technology strategy, driving architectural decisions, integrating Gen AI capabilities, and leading end-to-end cross functional program management with a strong emphasis on quality. Oversee the full spectrum of people management for a global team of 100+ (70+ in the US & 30+ in India) including direct and indirect reports.

Sr. Manager Software Development, Alexa For Everyone

Mar 2020 – Sep 2023

- Tech leader for an org in Alexa focused on creating innovative and delightful solutions for customers in the aging (customers who are 65+ and their loved ones) and the Accessibility space.
- Launched two digital subscriptions, [Alexa Together](#), [Alexa Emergency Assist](#), from the ground up in the rapidly evolving personal AI assistant space.
- Led multiple [accessibility innovations](#) to remove barriers for customers, including Show & Tell, Tap To Alexa on Fire Tablets, Automated Call Captions and voice based settings.
- Responsibilities include setting strategic vision and charter, driving architectural decisions, creating scalable mechanisms, and ensuring operational excellence to successfully deliver flagship programs. Oversee the full spectrum of people management for a global team that expanded to from 20 to 115+ members (80+ in the US & 35+ in India).

Sr. Manager Software Development, Financial Ledger & Accounting Systems

Feb 2015 – Mar 2020

(promoted in Oct 2018)

- Led a (50+ across Seattle, Vancouver BC, Austin & New York City) group that builds and operates world-class Cash & Accounts Receivables (AR) Management and Invoicing systems supporting multiple Amazon businesses integrating 50+ external payment processors, process USD 300B+ in annual cash movements, generate invoices worth USD 4B+ annually for B2B customers and support 200+ associates that perform cash application and balance movement.

- Bootstrapped an ambitious initiative to build a cash management system to meet the growing needs of Amazon's automated financial integration and controllership needs.
- Led a multi-year transformative [re-architecture](#) of the financial systems that moved the reliance on on-premise relational databases to native AWS. The teams built backend systems and intuitive UI that enable businesses within Amazon to configure the ever changing, complex Accounting and Compliance requirements into software that processes all of Amazon's financial transaction data to produce the General Ledger.
- These systems process millions of transactions every day, each with a different dimension of scale and accuracy needs. The teams have built systems that cut the integration time to half, deprecated legacy systems to reduce operating cost and built horizontally scalable architecture to pave the way for the next generation of financial systems for Amazon scale and beyond.

Sr. Software Dev Engineer

Feb 2012 – Feb 2015

- Designed and built techniques to solve the unique scaling challenges in migrating tens of billions of catalog data from traditional database storage to NoSQL.
- Led a group of engineers to migrate critical financial transaction data in a reliable fashion from a legacy Accounting sub ledger to a scalable, next generation unified sub ledger. 3 patents were issued for the innovative solutions built to solve these challenges.

Achievements

- **Drove Zero-to-One Monetization Products for Alexa:** Spearheaded the development and launch of **Alexa Together** and **Emergency Assist** (2021–2023), the first-of-their-kind monetization products for Alexa. Successfully aligned cross-functional teams and pivoted organizational direction within tight timelines to deliver innovative solutions for customer safety and wellness.
- **Built Global Engineering Organizations:** Successfully bootstrapped teams in India, Austin and New York to deliver high-impact results.
- **Amazon Bar Raiser:** at Amazon with 800+ interviews across diverse job families, driving talent acquisition excellence.
- **Speaker at AWS re:Invent 2018:** Presented on the multi-year re-architecture of Amazon Financial Systems that moved terabytes of financial data into Cloud.
- **Awarded 3 Patents by the USPTO**
 - Multi-level Key Hierarchy for Securing Cloud-based Data Sets (9544140)
 - Process for Data Migration Between Document Stores (10157214)
 - System for Controlling Access to Stored Values (10157214)

Early Career Experience

Amazon.com

Hyderabad, India

Software Dev Engineer

Jan 2010 – Feb 2012

Built critical components in a hierarchical, distributed storage system used to store Order data in multiple geographies. The system was built with automatic routing capabilities to move data across tiers (hot, warm and cold) based on access patterns and Order state for scaling and optimization purposes with a single upstream API access and limited latency impact.

Oracle Corporation

Hyderabad, India

Senior Software Engineer

Oct 2005 – Jan 2010

Part of a team that owned the foundational framework (Oracle Applications Framework - OAF) of the Oracle E-Business Suite. ERP modules such as Financials, CRM and HCM rely on OAF technology to power rich and customizable UX for enterprise customers. I owned the design, development and maintenance of critical features in OAF.

Education

Master of Science (MS) by Research, Computer Science Engineering

International Institute of Information Technology (IIIT-H), Hyderabad, India

Bachelor of Technology (BTech), Computer Science Engineering, Honors in Data Engineering

International Institute of Information Technology (IIIT-H), Hyderabad, India
