



## Rahul Sounder – [sounder.rahul@gmail.com](mailto:sounder.rahul@gmail.com)

Senior Engineering Manager with extensive experience leading large-scale R&D engineering, functional teams and BI programs across South Asia International business, delivering data and Gen AI-enabled analytics through strong cross-border collaboration.

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## Profile Summary

- Technical project management professional with 13.6+ years of experience in IT industry on design and R&D development.

## IT Skills

- Project Management:** Leadership, Planning and forecasting, Budgeting, collaboration, Risk management etc.
- PM Tools:** Meego (Xiaomi In-House), Jira, Trello
- Big data Platforms:** Databricks, Snowflake, Cloudera
- Cloud Platforms:** AWS, Azure, GCP, Databricks & Snowflake
- Hadoop Services:** Hadoop, PySpark, Hive, Sqoop, oozie, Ranger
- Databricks:** DBFS, Autoloader, Delta Live Tables, Notebooks Jobs, Workflows, Unity Catalog
- AWS Services:** Cloud9, Redshift, Glue, Athena, Lambda, S3, EC2 etc.
- Azure Services:** Storage Account, Data Factory, MSSQL, HDInsight
- GCP Services:** GCS, Cloud Storage, Google Big Query, Data Proc, Data Flow
- Languages:** Python, Unix, SQL
- RDBMS:** Oracle, MySQL, MariaDB

## Work Experience

**(Feb'2020 – Present - Jan'2026) – 3.6 Years**

**Xiaomi Technology - Bengaluru, India**

**Senior Project Manager – Data (South Asia International Business)**

### Project: South Asia GTM Master & Product Launch Analytics

Led the design and delivery of a unified GTM Analytics Lakehouse platform supporting Smartphones, Tablets, TVs, and AIoT across South Asia.

Architected scalable data models on Apache Iceberg, enabling reliable versioned data, schema evolution, and high-performance analytics.

Built complex GTM data transformations using PySpark, SparkSQL, and Hive, standardizing launch KPIs across regions.

Implemented Agile execution using Meego, driving sprint planning, backlog prioritization, dependency management, and milestone tracking.

Partnered with China HQ product, supply chain, and data teams to align GTM metrics, ensuring a single source of truth for leadership.

## Core Competencies

Project planning & Execution

Meego (Xiaomi In-House), Jira, Trello

Scrum, XP & Kanban Methodology

Lean & Agile leadership

Effort and Cost Estimation

AWS, Azure, GCP, Databricks

Client Relationship Management

Continuous Process Improvement

Risk Assessment & Analysis

## Soft Skills

Collaborator

Communicator

Team  
Player

Motivator

Problem-  
Solver

Analytical

### **Project: Overall & Zonal Sales Performance & Target Analytics**

Delivered a centralized Sales Performance Analytics platform tracking targets, achievements, and growth across online and offline channels. Designed scalable zone, state, distributor, and retailer-level data models on the lakehouse using PySpark and SparkSQL. Integrated Amazon, Flipkart, and offline sales data into a unified analytical layer with consistent business definitions. Leveraged Apache Flink for real-time and batch streaming ingestion to support faster sales visibility. Managed Agile delivery in Meego, resolving cross-team dependencies and running regular Scrum syncs between China HQ, India, and BNS teams.

### **Project: Product Lifecycle (PLC) & Inventory Funnel Analytics**

Led delivery of an end-to-end PLC and Inventory Funnel Analytics framework, covering production planning through customer activation. Built robust Iceberg-based fact and dimension models enabling historical analysis, late-arriving data handling, and auditability. Developed PySpark pipelines to track inventory aging, sell-through, sell-out, and activation funnels. Standardized data definitions, governance, and quality checks across India and BNS markets. Bridged collaboration between China supply chain teams and South Asia sales teams to close planning and execution gaps.

### **Project: Distributor, Retailer & Scheme ROI Analytics**

Managed Agile delivery of analytics covering distributor and retailer performance, inventory assortment, and scheme effectiveness. Engineered scalable transformations using PySpark and SparkSQL to compute ROI, TAT, promoter productivity, and coverage metrics. Built dashboards tracking inventory health, demo unit placement, promoter effectiveness, and scheme ROI. Introduced data quality rules and anomaly detection, improving trust in incentive and payout calculations. Partnered with sales, marketing, and finance teams to align schemes and incentives with measurable outcomes.

### **Project: Xiaomi India – Advanced Analytics & Gen AI Enablement**

Led delivery of advanced analytics and Gen AI–driven insights on top of the enterprise lakehouse. Owned end-to-end data pipelines supporting sales, inventory, PLC, and performance analytics using Iceberg + PySpark. Introduced Gen AI use cases such as:  
Natural-language BI queries for business users  
Automated best-seller and slow-mover insights  
AI-assisted data quality checks and anomaly detection  
Coordinated closely with China AI teams and India stakeholders, ensuring strong governance, security, and risk management through Meego-driven Agile execution.

**(Feb'2020 – June'2022)**

**Merck Group (Sigma Aldrich) - Bengaluru, India**

**Project Manager 2 (Project Delivery Manager)**

**Domain:** HR Analytics / People Analytics/ Healthcare / Medical Devices / IoT

**Tech Stack:** Hadoop, HDFS, Hive, Spark, Oozie, Hue, Ranger, Sqoop

### **Project: RebiSmart® Connected Device Data Platform**

Designed and delivered a secure, scalable cloud data platform to ingest and analyze high- frequency telemetry and application logs from RebiSmart® connected medical devices. Delivered near-real-time and batch pipelines using event-based streaming and API/JDBC ingestion into an enterprise data lake. Ensured GDPR through data anonymization, PII masking, and audit logging. Collaborated with global product, QA, security teams.

### **Project: HR Analytics & Workforce Intelligence Platform**

Architected and implemented a centralized HR analytics platform on AWS to enable workforce insights across attrition, hiring, compensation, and performance. Built scalable ingestion and transformation pipelines using AWS Glue PySpark, and modeled analytics-ready fact and dimension tables for HR KPIs such as attrition trends, hiring velocity, pay equity, and performance distribution. Optimized large-scale historical processing, enforced data security and access controls for sensitive HR data, and partnered closely with HR, analytics

**(Sep'2016 – Feb'2020)**

**Infosys Ltd - Chennai, India**

**Lead Data Engineer - Technology Analyst**

**Tech Stack:** Hadoop, HDFS, Hive, Spark, Oozie, Hue, Ranger, Sqoop

**Business Domain:** Electronics & Operations

**Project: Semiconductor Materials Data Lake for End to end Production**

Led the development of a centralized Hadoop-based data lake to enable end-to-end analytics across semiconductor manufacturing processes. Built Spark ETL pipelines to process large-scale production, quality, and sensor data into curated Hive data marts supporting yield, quality, and operational analytics. Orchestrated batch workflows using Oozie, enforced data security and governance via Ranger, and enabled ad-hoc analysis for business users through Hue.

**Project: Specialty Gases & Innovative Materials – Supply Chain Analytics**

Designed and implemented data ingestion and analytics pipelines for specialty gases and materials supply chains using Sqoop, Spark, and Hive. Processed high-volume logistics and vendor data to build historical and aggregated datasets for inventory, consumption, and delivery performance analysis. Supported predictive analytics initiatives, ensured data governance and auditability, and optimized Spark and Hive workloads for large-scale processing.

**(Sep'2012 – Sep'2016)**

**Amazon Development Centre - Bengaluru, India**

**Data Specialist – Competitive Monitoring Pricing System**

**Business Domain:** Retail E-Commerce (USA, Canada, Mexico, Japan, Australia)

**Tech Stack:** Python, SQL, JavaScript, HTML, XPath, Regular Expressions, AWS Redshift, AWS Athena, Amazon S3

**Project: Automated Product Matching & Similarity Engine**

Developed a Python-based product matching application that aligned Amazon products with competitor listings using product name and item description analysis. Leveraged text processing, pattern matching, and rule-based logic to improve product identification accuracy. Eliminated dependency on manual product matching efforts.

**Project: Competitor Website Crawling & Price Intelligence Platform**

Designed and developed scalable web crawling and scraping applications to extract competitor data across 100+ retail websites spanning North America, LATAM, and APAC regions. Captured and analyzed PARS data (Price, Availability, Rebates, Shipping) and Item Found (IF) signals for Amazon ASINs. Enabled real-time competitive pricing insights to ensure Amazon maintains price leadership across all product categories.

**Project: Global Promotion & Shipping Price Audit System**

Built an end-to-end Python-based monitoring system that continuously tracked promotions and shipping charges across 100+ competitor websites. Focused on shipping price audits, a critical factor influencing final product pricing and customer perception. Implemented alerting mechanisms for promotion detection and abnormal shipping price variations.

## Highlights

- Successfully led all projects through aggressive project governance processes; developed relationships with business stakeholders and leadership teams across geographies and department
- Worked closely with Directors & Head of Department for planning the head count and resourcing.
- Provided an AWS live training session to entire team on data ingestion, data processing and data storage with AWS services.

## Certifications & Awards

- **2025:** Analytics Project Leader of the year – Gen AI & Analytics
- **2024: H2 2024** South Asia - Xiaomi India Super Hero Award
- **2023:** Databricks Architecture Certified
- **2022:** SAFe 5 Agilist (Leading SAFe)
- **2021:** AWS Certified Solution Architect- Associate

## Academic & Personal Details

- **2012:** B-Tech (Information Technology) from Anna University
- **Date of Birth:** 19<sup>th</sup> October 1990

