

PRABHU KUMAR GORIKAPUDI

Senior Professional

Product Development ~ Lifecycle Pricing ~ Revenue Management

Industry Preference: IT Sector

Distinction of executing prestigious technology projects of large magnitude within strict time schedule

PROFILE SUMMARY

Over 14 years of experience in Enterprise Product Development, Software Development and Delivery Management in IT industry. Gained domain exposure in Supply Chain Management, Lifecycle Pricing (Retail) (Strategic Pricing, Markdown, Advertising) and Revenue Management (Yield Management) (Rail Passenger, Leisure Travel, Air Cargo). Abilities in planning & building IT project plans at enterprise scale involving selection of appropriate technology & products, negotiating with vendors, finalizing Service Level Agreements, outsourcing tasks and directing the timely completion of projects.

Well versed with technologies such as Java/J2EE, C, C++, JavaScript, XML, SQL, etc. Expertise in steering gamut of activities like roadmap development in collaboration with marketing teams(PMG), developing product specifications, diagrams, architecture and meeting required performance expectations. Skilled in facilitating regular meetings between various organizations & clients, gathering client's needs, handling customization of products and providing solutions as per project delivery schedules. Effective leader with excellent motivational skills to sustain growth momentum while motivating peak individual performances.

ORGANISATIONAL EXPERIENCE

Since Jan'06: JDA Software Inc. (formerly Manugistics), Hyderabad as Senior Project Manager

Oct'04 - Dec'05: De Blok India Pvt. Ltd., (for Cordys R&D (Now OpenText)), Hyderabad as Senior Software Engineer

Key Result Areas

- Coordinating project operations entailing gathering requirement, finalising specifications, coding, preparing high level design documents, planning resources, handling project rollout, managing risks, auditing, status reporting, etc.
- Furnishing onshore & offshore support for deliverables of concurrent projects
- Monitoring projects with respect to budgeted cost, demand forecasts & time over-runs to ensure timely execution
- Addressing important issues & defining best practices for project support and documentation
- Supervising the implementation phase; handling process setup & development and undertaking test case / script review, debugging and troubleshooting of application; extending post go-live and application maintenance support to clients
- Guiding & mentoring teams; determining training needs of team members to enhance their operational efficiency

Highlights

- Instrumental role of working on new methodologies such as Agile Scrum using Version One. (Agile, Scrum, Waterfall, etc.)
- Bagged JDA performer nominations in 2013 in recognition for SP Batch and UI Price Analysis Workbench performance tuning
- Liaised with key customers namely British Columbia Liquors, Canada; Hibbett Sports, US; Japan Railways East(JRE), Japan; Eurostar, UK; iDTGV, France; VIA Rail, Canada; TUI Northern Europe, UK;
- Led the efficient management of JDA products namely JDA Strategic Pricing, JDA Markdown Optimization, Rail Revenue Optimizer/ Rail Price Optimizer, Tour Revenue Optimizer, Cargo Revenue Optimizer
- Successfully led the team that was recognized as Best Performing Team in JDA CoE as well as Pillar Team Award in recognition for developing of Rail Revenue Optimizer Product Team at CoE, India

PREVIOUS EXPERIENCE

Nov'03 - Aug'04: OlympiaSoft as Software Engineer, Hyderabad

Dec'00 - Oct'03: Sri Swarna Software, Hyderabad as a Developer

TRAININGS & CERTIFICATIONS

- Ken Blanchard Situational Leadership® II

- Stephen Coveys 7 Habits of Highly Effective People
- Scrum Alliance Certified Scrum Master
- Java 2 Enterprise Edition 1.2 Certification from Brainbench
- Big Data and Apache Hadoop from Unicom

IT SKILLS

Languages: Java/J2EE, C, C++, HTML, CSS, JavaScript, XML, SQL, PL/SQL, UML
Frameworks: REST Web Services, JDBC, SOAP Web Services, JNDI, Java Mail
Open Source: AJAX, JQuery, AngularJS, GWT, Smart GWT, ANT, Struts 2.x, Apache Commons Logging, Apache AXIS, Apache Xerces, SOAP, WSDL, UDDI, Spring DAO, Apache FOP, Apache Hadoop, iBATIS/SqIMaps, Spring, Maven, Jersey.
Servers: Oracle Weblogic (formerly BEA Weblogic) 11, Apache Tomcat 4/5/6/7, JBoss
NoSQL: Pig, Hive, Sqoop
RDBMS: Oracle 8i/9i/10g/11.x, MySQL, PostGreSQL, SQL Server
Other: Eclipse IDE, YourKit Java Profiler, Fiddler, TOAD, MS Project, MS Visio, IBM Security AppScan 9.0.1, Dynatrace AJAX,

EDUCATION

- **MCA** from Andhra University in 1999
- **B.Sc. (Computer Science)** from Nagarjuna University in 1996

PERSONAL DETAILS

Address : #D301, High Rise Apartments, Kavadiguda, Hyderabad - 500080
Languages Known : English, Telugu & Hindi
Location Preference : South India/ North India

Please refer annexure for key assignments handled:



ANNEXURE

JDA Software (Since Jan'06)

- Oversaw Strategic Pricing, Markdown Optimization and Advertising products with the larger SCPO Suite
- Developed and mentored competent Agile Teams and with well-defined release process and adopted various tools such as JIRA Agile and Version One
- Led the development of Rail Revenue Optimizer Product Team at CoE, India
- Steered initiatives aimed at enhancing the Performance, Scalability and Realibility (PSR) aspects of various products and used tools such as YourKit, Fiddler, TOAD (DBA) & Dynatrace AJAX community edition.
- Carried out JDA cloud compatible and certified releases with high quality; spearheaded various cloud initiatives as part of organizational goals
- Handled the design & development of Java and JEE based user interfaces with JDA Platform (formerly WebWorks)
- Facilitated highly scalable optimization algorithms using Service Runtime Environment technology of JDA Foundation

Cordys R& D/De Blok (Since Jan'06)

- Involved in designing visual components using JSP and Servlet Technology using Apache Struts Framework for Miss Etam project Netherlands and generated PDF reports using Apache FOP, XSL, XSL-FO technology for BCP clients
- Developed UI Screens using XForms Studio in BCP 4.2, written Java components using BSF framework, written and executed JUnit test cases for BSF classes
- Worked on technologies such as Cordys BCP 4.2 (includes Studio, XForms, Orchestrator and Integrator), Windows 2000 Server, SQL Server, Eclipse, SVN, and Tortoise client, XForms, Java and JavaScript

