

# SMITA LUTHRA

Senior Program Manager

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Work Authorization: Green Card Holder

## PROFESSIONAL SUMMARY

Strong Technical Program Manager with an entrepreneurial mindset, looking for challenging projects that offer opportunities to launch technological innovations and create revenue and value in business.

## HIGHLIGHTS

- Proven track record of software development, program management and business development.
- Demonstrated strong program management skills in handling globally diverse teams.
- Developed high-impact software systems with focus on quality and customer delight.
- Built a successful eCommerce business from the grounds up.
- Lead cross-functional v-teams and ran many team-wide and company-wide initiatives.
- Highly customer-centric with a deep passion for emerging technologies.
- Out-of-the-box thinker with grit, creativity and perseverance.
- A high degree of versatility and adaptability to diverse technologies and areas of software development.
- Hands-on experience building Alexa skills.
- Published author.

## WORK HISTORY

### FabStitches LLC Redmond, WA

September 2015 to Current

FabStitches is an entrepreneurial venture that gave me the opportunity to hone and refine my product management skills and build a successful business from the grounds up. As Founder and CEO, I handled the following:

- Built the Branding, SEO, and Social Media Strategy for FabStitches
- Improved customer acquisition by introducing FabStitches gift cards, creative seasonal/festival products and discounts.
- Enhanced business presence in 28 countries worldwide as opposed to 2 in the beginning of 2017.
- Led initiatives to increase returning Customer rate by 74% in three years.
- Increased Average Order Amount by +300% in three years. (\$35.39 in 2017 – \$107.69 in 2019)
- Strengthened customer loyalty by creating a “FabStitches Priority Customer” program that offers special discounts and incentives for customers who shop monthly.
- Collaborated with multiple vendors on product design and scheduling across different geographies: New Delhi, Kashmir, Hyderabad, Jaipur, Thailand.

### Microsoft

February 2007 to September 2014

#### Senior Program Manager, Windows Division

##### CR/PCE team

- Led a team of in-market representatives from Windows depth markets to build a rich, relevant and delightful app catalogue of first party apps for target international markets across PC and Phone ecosystems.
- Partnered with engineering teams to bubble up market relevant requirements, identified key market-sensitive customer scenarios and translated them into TFS work items.
- Created well researched and prioritized gaps to be translated into feature sets by employing thorough research and study of the competitive landscape.
- Orchestrated compelling customer scenario discussions with feature teams and target international market using data and statistics.

## **Senior Test Lead**

### **Windows 8.1 International Team**

- Led a team of 8 for the internationalization testing of Windows 8.1 Store and first party apps. Delivered the Windows Blue International release for Store and Apps as per the key metrics/KPIs defined mutually with all stakeholders.
- Built and utilized appropriate systems and processes to evangelize quality metrics so that timely business decisions could be informed by quality status and trends.

### **Windows 8 RFX PDF Reader (Reading Formats and eXperiences), Microsoft India**

- Led a team of 8 to deliver the test sign-off of the Windows PDF Reader's User Experience.
- Led the development of an input-modality-agnostic test framework with an optimal layered automation stack that met the design requirements of a wide range of heterogeneous experience features.
- Owned the consolidation of Integration test scenarios across PDF Reader sub-teams. Worked effectively with partner teams to build and execute a strong end-to-end Integration test collateral.

### **Windows RFX and Applets and Gadgets, Microsoft India**

- Led a team of 7 to plan and deliver an award-winning generic and scalable test automation framework for multi-touch testing across MS Paint.
- Managed multiple interfaces with the Windows platform teams and successfully delivered on sign-off of MS Paint and Calculator apps ensuring minimal regression impact.
- Handled a churning platform and ensured adoption to the modern UX design philosophy.
- Consistently had the highest WHI (Workgroup Health Index) amongst all managers within the team.

## **Software Engineer-II**

### **Windows Live CAP (Customer Assistance Portal) Reporting, Microsoft India**

- Developed an extensible automation framework for the test automation of RS Reports. The RS Reports feature had been a manual test feature because of the automation complexity involved. Reduced the cost of test sign-offs by 80%.
- Coached and mentored a team of 6 ensuring fast ramp up by identifying key strengths of individual team members.

## **Aricent (aka Hughes Software Systems)**

**April 2000 – Feb 2007**

## **Software Engineering Lead**

### **Key Projects**

- Led the development of a configuration management system for IMS/VOIP Application Server node that enabled services like Call Transfer, Call Forwarding, Legal Intercept, and Call Barring to subscriber calls on the IP network.
- People manager (M2) of a cross cultural, multi-location team of 21 engineers (Ukraine, Bangalore, and Gurgaon).
- Led a team of 6 for a RADIUS Server implementation for NTT, Japan.
- Developed UX, framework, and referential test suite for testing TCP/IP over Satellite based datacom and voice network
- Developed monitoring and test subsystem for Direcway Services System, a system developed by Hughes Network Systems, USA to provide value-added solutions leveraging inherent capabilities of Satellite networks.
- Design and coding of the Status Poll Monitor for STM, a subcomponent of the Spaceway NOCC program responsible for FCAP (Fault, Configuration, Accounting, Performance, Security) Management of end-user Satellite Terminals (STs) and System Satellite Terminals (SSTs).
- Developed the Release Management Unit for ICO-OMC. ICO was an effort towards global wireless connectivity through the use of a constellation of satellites and based on the GSM technology, OMC being the Operations and Maintenance Centre node for the ICO network.

## **EDUCATION**

1999 Masters in Computer Applications, Pune University, Pune, India

1996 Bachelors in Mathematics, Delhi University, New Delhi, India

Awarded with a special mention among the country's top 5% Mathematics students in the AISSE examination.