

ABOUT ME

Strategic digital transformation executive with 20+ years of experience driving enterprise growth through digital strategy, cloud modernization, MarTech integration, and customer-centric platform innovation. Proven track record of leading global teams, optimizing digital ecosystems, and delivering measurable business impact across financial services and technology sectors. My expertise lies in leveraging AI to advance technology strategies while aligning them with organizational goals.

SKILL HIGHLIGHTS

Experienced Digital Technology Leader with a strong background in delivering web solutions, leading development and architecture, managing cross-functional teams, and directing multi-million-dollar digital transformation programs across marketing technology, data analytics, and enterprise web platforms.

Agentic AI Integration & Conversational Interfaces— Onboarded Gradial, implemented AEO with Profound, built RAG-based chatbots in Copilot Studio, and integrated CDP Fabric Lakehouse with Data Agents for web analytics.

MarTech and Data expert delivering integrated platforms (Adobe AEM, Drupal, CDP, Target, Launch, MSFT Fabric, SFMC, AEP) with personalized, SEO-optimized, accessible, secure web experiences, and actionable analytics and insights.

Cloud Strategist with DevOps expertise, leading cloud-first initiatives and secure workload migrations (30+ apps into AWS), driving automation with infrastructure as code, and building secure pipelines to boost efficiency, scalability, cost savings, high availability, and customer experience through a DevSecOps approach

SAFe Certified Technical Product Owner with expertise in shaping product direction, guiding development lifecycles, driving feature prioritization, and enabling successful adoption to maximize business impact.

Team Leadership & Scaling — Built and grew cross-functional teams from 10 to 50 members with a collaborative, accountable culture

WORK EXPERIENCE

DIRECTOR, DIGITAL TRANSFORMATION

PGIM, Prudential Financial, 2022 - Present

Directed Adobe Experience Cloud onboarding at PGIM, integrating AEM, AEP, Analytics, and Target to build a unified MarTech ecosystem.

Engineered scalable AEM components with API-driven, template-based authoring, accelerating content delivery and authoring efficiency.

Built and managed a high-performing digital experience team of 50 IT professionals, overseeing architecture, design, development, and maintenance of enterprise platforms.

Fostered a collaborative, accountable culture that consistently delivered innovative solutions and exceptional project outcomes.

Led cross-functional initiatives using agile methodologies, ensuring timely, on-budget delivery and improved team productivity.

Delivered \$3M savings by migrating 30+ applications from AWS to SaaS-based Adobe solutions, improving resilience and cost efficiency.

Established enterprise data layer, tag management, and experimentation frameworks (A/B testing, lift analysis) to enhance analytics and campaign measurement.

Consolidated eight affiliate sites into a single enterprise platform, streamlining governance, brand consistency, and operational efficiency.

Integrated automation and QA tools (Gradial, ObservePoint, Profound) to optimize workflows and ensure compliance.

Championed ADA and UX compliance, embedding accessibility and performance standards into enterprise delivery.

Enabled omni-channel personalization by integrating Adobe Target WebSDK with SFMC and leveraging AEP segmentation.

Operationalized Microsoft Fabric CDP with lakehouse architecture, applying Medallion principles and delivering Power BI dashboards for unified insights.

Developed agentic AI solutions, including a website chatbot for insights and a targeted AI data agent integrated with CDP (Lakehouse) to drive advanced customer intelligence and personalization.

DIRECTOR, DIGITAL TRANSFORMATION

- Prudential Financial , June 2016 - 2022

Owned Prudential's AWS cloud adoption strategy, defining product vision from VPC architecture through migration of 30+ applications; prioritized automation and Infrastructure as Code (IaC) with secure DevSecOps pipelines, delivering \$2M annual savings via reserved instances and savings plans while accelerating time-to-market.

Directed enterprise CMS modernization, delivering Drupal headless architecture and PGIM.com site in AWS to improve scalability, performance, and customer experience while reducing operational costs.

Led product transition of Prudential.com to Adobe Experience Manager (AEM), aligning stakeholders on roadmap and requirements; enabled dynamic personalization, streamlined editorial workflows, and multi-channel publishing, improving SEO, site performance, and customer engagement.

Defined and executed MarTech product strategy, replacing legacy systems with Adobe Analytics, AEP, Launch, and Target to drive personalization, segmentation, and campaign optimization.

Served as Product Owner across digital transformation initiatives, defining vision and roadmaps, prioritizing features and technical requirements, and aligning stakeholders to deliver scalable platforms, improved customer experiences, and measurable business outcomes.

TECH STACK

MarTech; Adobe Target; AEP; Adobe Analytics, CDP, Workfront, Adobe Exp Manager(AEM Assets and Sites); Drupal; WCM/WebSphere Portal.

AWS Cloud Services :

- **Compute & Scaling** : EC2, Auto Scaling Groups (ASG), Lambda, ECS, EMR
- **Storage & Backup** : S3, EBS, EFS, Glacier, AWS Backup
- Databases & Caching: RDS, Redis, ElastiCache
- Networking & Delivery : VPC, CloudFront, WAF, CloudTrail, DataSync
- **DevOps, CI/CD & Infrastructure as Code**: CloudFormation, CodeBuild, CodeDeploy, X-Ray
- Monitoring, Security & Management : CloudWatch, Secrets Manager, Cost Explore.

Web Technologies: Angular, JavaScript, CSS, HTML, REST APIs, JSON

Languages : Java; C; C++; Python

DevOps Tools : APM ; Dynatrace; Splunk; Jenkins; Checkmarx; SonarQube; Docker; Ansible; JUnit; Git; Selenium; JIRA; JMeter; Lighthouse.

Security : AWS WAF; Imperva; AppScan; Qualys

Process Framework : SaFe, Agile

AI CERTIFICATIONS



AI Applications in Finance and Marketing
AI Fundamentals for non Data Scientists



Vibe Coding Fundamentals

CERTIFICATIONS



AWS Certified Associate
Architect



Certified in Agile Methodologies
Certified API Product Manager
Safe Certified Product Owner



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DIRECTOR, DIGITAL TRANSFORMATION

- Prudential Financial , June 2016 - 2022

Prioritized and delivered integrations of enterprise platforms including Imperva (security), Varnish (caching), Kafka (real-time data), and SOLR (search), strengthening resilience and scalability.

Owned platform operations for Prudential.com and PGIM.com, ensuring 99.9% uptime, performance monitoring (Dynatrace, Splunk, CloudWatch), and governance across business units.

Championed DevSecOps adoption, building secure CI/CD pipelines with automated security checks and test-driven automation; accelerated time-to-market and established reusable templates for developer enablement and governance.

Managed vendor partnerships and cross-functional delivery, streamlining onboarding of products and ensuring alignment with enterprise goals.

 PROCESSES

Agile



Design Thinking

Sr. ENGINEERING DELIVERY MGR, DIGITAL TRANSFORMATION

- IBM, Nov 2011- May 2016

Mobile-Friendly Web Architecture & Delivery

- Spearheaded development of ibm.com software site, integrating with IBM's e-commerce stack to enable direct product transactions.
- Architected and managed a **mobile-optimized, multi-locale web platform** supporting ~500K pages, leveraging responsive design, CDN optimization, and dynamic content rendering.
- Implemented key **non-functional requirements (NFRs)** including accessibility (WCAG 2.1, ADA), SEO schema integration, performance tuning (Core Web Vitals), and personalization via behavioral segmentation

CMS Modernization & Migration

- Led migration from legacy homegrown CMS to enterprise-grade **WCM/Portal platforms**, enabling scalable content authoring, governance, and multi-channel publishing.
- Defined migration strategy, content modeling, and rendering logic for seamless transition and minimal downtime.

Personalized Experience Engineering

- Delivered **personalized web experiences** using rule-based targeting, audience segmentation, and real-time content rendering via WCM and personalization engines.

Platform Strategy & Architecture

- Defined product strategy for **extensible and reusable components**, reducing delivery effort by ~50% through shared components.
- Led architectural governance and technical reviews to ensure alignment with enterprise standards and future-proof scalability.

Cross-Functional Technical Collaboration

- Partnered with Product, UX, Design, and Architecture teams to translate business requirements into robust technical solutions.
- Defined and enforced procedural standards for code quality, performance benchmarks, and accessibility compliance across engineering squads.

Resource & Delivery Management

- Managed resource allocation across parallel workstreams, balancing capacity and delivery timelines for multiple applications.
- Implemented project tracking tools (JIRA, Confluence) and dashboards to monitor KPIs, burn-down rates, and delivery health.

ENGINEERING MANAGER & ARCHITECT, ENTERPRISE DIGITAL TECHNOLOGY - IBM, April 2007 - Nov 2011**IBM.com Digital Platform Leadership**

- **Website Management:** Oversaw IBM.com powered by a custom CMS, integrating business-critical systems and managing multiple MVPs across global teams.
- **Project Planning & Execution:** Led end-to-end project estimation, planning, and delivery, ensuring alignment with business goals and timelines.
- **Strategic Architecture:** Designed and implemented scalable solutions for IBM.com, driving modernization and platform resilience.
- **Cloud Transformation:** Directed cloud migration of digital applications, focusing on automation, high availability, and operational efficiency.
- **Performance Optimization:** Engineered solutions to meet NFRs, including SQL query tuning for significant performance gains.
- **Team Development:** Mentored new hires and fostered team cohesion, accelerating onboarding and productivity.
- **Architecture Governance:** Led architecture reviews with the Enterprise Architecture Board, producing system context diagrams, data flows, and component models.
- **Design & Deployment Support:** Collaborated with developers to validate design requirements and supported monthly production deployments.
- **Operational Partnership:** Worked with operations teams to manage upgrades, maintenance, and vulnerability remediation, ensuring platform security and stability.

**EDUCATION**

Madras University, Madras ,India
Masters in Computer Science



FOR MORE INFO

