



Sridhar Pasala



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Summary

Senior Engineering Manager with over **13 years** of experience leading **software engineering projects across** top companies such as **Qwiksilver, Pine Labs and Prime Focus**; optimised development processes resulting in a 25% reduction in time to market while managing high-performing teams of up to 15 engineers. Achieved promotion to Senior Engineering Manager within two years through successful project delivery and strategic alignment with business goals.

LEADERSHIP RESPONSIBILITIES

- ▶ Experience in **empowering cross-functional teams**(technical leads, software engineers,) to achieve record-breaking growth through innovation and strategic planning.
- ▶ Collaborated with Architects, DevOps Engineers, Project Managers, Product and Sales Teams to align and meet the strategic business goals.
- ▶ Demonstrated effective product strategy with continuous integration and clear roadmap.
- ▶ **Proficiency** in modern languages like C#, Objective-C, Python.
- ▶ Deep understanding of software engineering practices, object oriented analysis & design, SOLID principles and design patterns and algorithms.
- ▶ Experience in building scalable distributed systems with service oriented architecture(SOA).
- ▶ Expertise on data-science, machine learning, deep learning algorithm implementation and cloud based SaaS application development.
- ▶ Demonstrated strong technical judgement and maintained the consumer-focus at the same time.
- ▶ Strong working experience in SDLC, fast paced scrum development with steadfast attention to the agile principles.
- ▶ Developed individualised training assessments to identify gaps in technical skills among team members; increased proficiency scores by an average of 25 points within three months through tailored learning paths and workshops.

Skills

Artificial Intelligence :Generative AI, Deep Learning, Machine Learning, Transfer Learning.
Enterprise Architect: TOGAF 9 Certified - Enterprise Architect
Programming Languages: C# (Advanced), Objective-C (Advanced), Python (Advanced), JavaScript (Intermediate), SQL (Intermediate)
Software Development Practices: Agile Methodologies, Test-Driven Development (TDD), Continuous Integration/Continuous Deployment (CI/CD), Quality Gatekeeping, Software Development Life Cycle (SDLC)
Frameworks and Technologies: .NET Framework, AngularJS, Cocoa Touch, UIKit Framework, RESTful Services , Jbpm, Systems: Guvnor, Jbpm, Logz, Jira, SVN, Git, Jenkins, App Store
Media: FFMPEG, Elemental, AWS Media Convert, Vantage, Unified Packager

Career Timeline







Work Experience

ROLE	SENIOR ENGINEERING MANAGER
DATE	2021 - 2024
EMPLOYER	QWIKCILVER, a subsidiary of Pine Labs, BANGALORE, INDIA
TYPE OF BUSINESS	Retail and Service Industry (Pre-paid, Stored Value, Gift Cards,)
PROJECTS	Wallet, Loyalty, Channel Rewards and Consumer Promos
RESPONSIBILITIES	<ul style="list-style-type: none">- Devised targeted strategies for restructuring cross-functional teams which empowered members, enhancing collaboration across eight active projects by eliminating communication barriers that previously hindered progress.- Coordinated cross-functional collaboration with Product Managers and Architects throughout eight major projects, facilitating clear communication channels that upgraded product stability by addressing critical issues identified during development phases.- Executed comprehensive analysis during development phases, pinpointing critical blockers delaying production timelines; articulated findings that resolved the three biggest causes of project delays across eight major initiatives.- Established performance baselines and key engineering metrics across product lines, leading to a measurable increase in team productivity by 25% through optimised workflows and enhanced visibility.- Resolved specific workflow inefficiencies through rigorous analysis resulting in tangible improvements measured as decreased turnaround times per task by at least two days during each sprint cycle without additional resources needed.
ROLE	TECHNICAL LEAD
DATE	2016 - 2021
EMPLOYER	Prime Focus Technologies, BANGALORE, INDIA
TYPE OF BUSINESS	Content Supply Chain and Digital Media
PROJECTS	Distribution Cloud, CREATE
RESPONSIBILITIES	<ul style="list-style-type: none">- Spearheaded the delivery of intricate projects involving 5+ sub-systems within a large-scale initiative, utilising Agile methodologies to ensure on-time completion and adherence to project scope across all phases.- Coordinated efforts among four vendor teams to ensure project milestones were met ahead of schedule, resulting in the delivery of key features a week early and under integration constraints.- Executed tracking of status against User Acceptance Testing and Go-Live Plans; Compiled comprehensive Weekly Status Reports featuring in-depth quality metrics, defect type analyses, and backlog priorities that expanded communication efficiency across three departments while aligning project milestones with departmental goals.- Directed the upkeep of program modules, guaranteeing operational support and effective problem resolution for over 24 critical applications workflows.- Lead new initiative of building new product line for iOS and android platforms and enabled 5 pilot media production programs with critical collaboration features.- Generated detailed weekly updates for the development team regarding project progress, which directly contributed to a reduction in miscommunication issues of up to 25% during the project's lifecycle.




ROLE	SENIOR SOFTWARE ENGINEER
DATE	2014 - 2016
EMPLOYER/ADDRESS	Mainsoft Bangalore, BANGALORE, INDIA
TYPE OF BUSINESS	Enterprise Solutions
PROJECTS	Atoms 360 - Business Process Automation Software
RESPONSIBILITIES	<ul style="list-style-type: none"> - Defined product requirements with clients to formulate project development plan for the product and delivered technology solutions to support business process automation. - Acted as a UI Architect & Lead developer; developing software solutions by studying information needs, conferring with users, studying systems flow, data usage, and work processes; liaising with users for requirement gathering; prepared functional specifications and low-level design documents. - Developed Reusable UI Tool/framework using HTML, CSS, JavaScript and AngularJS. - Developed APIs that enable product features Admin, Process modeller.

ROLE	SOFTWARE ENGINEER
DATE	2011 - 2014
EMPLOYER/ADDRESS	Prime Focus Technologies, BANGALORE, INDIA
TYPE OF BUSINESS	Content Supply Chain and Digital Media
PROJECTS	iOS Mobile App development – Content LIVE, Star Sports, Clear Cloud
RESPONSIBILITIES	<ul style="list-style-type: none"> - Managed a 3-member team of developers to build enterprise product in iOS platform. - Developed a comments framework tailored for STAR India online users; increased user interactions by 60% through improved communication tools and network dashboard libraries that facilitated real-time data visualisation. - Integrated backend APIs for iPad applications. - Performed Code review and bug resolution. - App provisioning and distribution and maintenance.

Education

P.G	 Post Graduation Program in AI & Machine Learning from Caltech Center for Technology & Management Education, California.
B.TECH	 B.Tech. in Computer Science & Engineering from GITAM College of Engineering, under Andhra University, Andhra Pradesh with a CGPA of 7.40
ECET	Engineering Common Entrance Test – 19th Rank

Certifications

	The Open Group Certified: TOGAF® 9 Certified - Enterprise Architect
	Applied Data Science with Python by IBM and Simple learn
	Machine Learning Training completion by Simple learn