Venkatasubramanian S

Mob: +91 89399 52712, Email: svenki12@gmail.com
https://www.linkedin.com/in/VenkiSanthan/

Summary

Strategic Global Leader with focus on engineering excellence and customer centricity, Engagement Delivery Partner/Delivery Partner, Program Director with over 22 years' experience in handling Delivery, P&L, Presales, Solution Presales for RFx's, Business development support, large and complex multi service programs involving Digital Technologies for Banking, Insurance, Music, Media and Education publishing domains

---

Skills

- Industry experience – Education, Media and Music Publishing, Insurance, Banking, Healthcare and Telecom
- Delivery- Managing End to End delivery of Large multi service complex Digital programs - Driving Automation and Innovation – Ability to recover troubled programs
- P&L management for portfolio of accounts – Driving Revenue growth and improving Profitability – Protecting the turf (long term AMS contract renewals) – Ability to propose and execute in various financial models like MBM, MSM, MCM
- Transformation Champion – Operating model and Process Transformation expert - Driving Business strategies to outcome – App portfolio rationalization and Modernization - Migration of work load to cloud - RPA - Data Analytics - DevSecOps
- Domain expertise – Learning Management Systems, Students' Intervention and Supplemental programs and Content Management Systems, Sales and marketing systems (Education Publishing), Subscriptions and Smart Selling (Media Publishing), Commercial Insurance, Credit Card systems, Point of Sales Solutions for Pharmacies
- Technical expertise - Cloud Technologies (GCP, AWS), Data Engineering (Python, Snowflake), MERN Framework, SQL, DevOps (Jenkins, JIRA), RPA (UIPath), Test Automation (Selenium), Github, SFDC, SAP
- Ability to Build customer focused high performing global teams
- Ability to deliver in Agile, POD and waterfall models integrating DevSecOps into the delivery process
- Experience in working with MSI (Multi Service Integration) service line programs
- Expertize in handling Strategic Consulting and Business Initiatives, Large deals and RFx's.
- Can seamlessly engage with CxOs and drive presentations and demos to business heads
- Product incubation, planning, development and maintenance expertise
- Ability to **DELIVER "RESULTS"**
- Cognizant Certified Program Management Expert and Mentor- Duke Corporate Education

---

Experience Summary

- Total Years of Experience: **22 Years**
  - Current Organization: **Cognizant – Mar-2014 to Till Date**
  - Infosys – Mar-2006 to Feb-2014
  - IBM Global Service – Nov-2004 to Feb-2006
  - Ramco Systems – Jun-1998 to Oct-2004

Cognizant

1. **Associate Director-Projects, Engagement Delivery Partner – For Past 4 Years - ~30MUSD/yr – 40+% profitability**

   A. **Industries: Education Publishing**
      Key Customers: Houghton Mifflin and Harcourt (HMH), Macmillan
      - Won and delivering Digital transformation of Interactive Animation based gaming solutions - Math 180, Read 180, iRead, Do the Math – Unity, React, Angular, Node - TCV 5MUSD
      - Renewed and delivering AMS programs – IT Tower (SAP, SFDC, SharePoint, MuleSoft, Informatica), Engineering Tower (LMS platforms, Assessment Platforms, Content Solutions) and SIS Tower (Intervention solutions like iRead, Math 180) – YCV: 10 MUSD, TCV: 30 MUSD
      - Renewed and delivering Internal Service Desk and ITIL Programs – Service Desk for Infra and App support, Service now Enhancement, Support and Process Automation – YCV: 3MUSD/yr – TCV:10MUSD
      - Content and Meta Data Management systems – Content authoring and delivery systems, Royalty Management Systems, ETL into Data Lake and reporting intelligence – MarkLogic, MongoDB, SQL, Tableau - YCV: 2MUSD/yr – TCV:4MUSD
      - SAP Migration to AWS for HMH – Migrating critical SAP modules from 3rd Party Data center to AWS – High Availability – Crunched schedule to meet Data center decommissioning targets for cost savings - TCV: 600KUSD
      - Continuously delivering smooth peak Back to School seasons over the years
      - Integrated Delivery Governance – Driving consistent delivery across Multiple Service Lines

- o Product and Service Quality – Driving Engineering maturity through tools, Agile and DevOps Focus, Independent audit and assessments
- o HyperCare – Achieving predictable outcomes by adhering to rigorous HyperCare processes
- o PCSAT (Project level Customer Satisfaction Score) – Keeping customer satisfaction high by getting Periodic feedback from key customer project stakeholders and implementing systematic remediation procedures
- o Contract Compliance –Ensuring fulfillment of MSA and SoW obligations
- Top-Line and Bottom-line responsibility: Continuous effort to exceed revenue goals and margin goals.
- Pursuit Excellence – Defining effective solutions and competitive commercials - Assessing deliverability.
- People focus – Mentoring and career planning for associates, attrition check, cross-skilling and up-skilling – 60% of Team members with legacy skills are digitally skilled
- Continuous Improvement and Innovation through Program "Zenith" – Driving Continuous Improvement and Innovation program that facilitates the team to ideate, shortlist and implement key ideas. Articulating the benefits to customers – Soft $ Savings delivered: 500 KUSD/yr – Hard $ Savings delivered: 150 KUSD/yr
- As a member of HMH strategic business team, incubated and implemented mobile products like Teacher Reading App, Automated Student Data Roster app.

B. **Industries : Media Publishing**
   Key Customers: Hearst, PCF
- Hearst - CASPER Program – ecommerce modernization program - Enabled targeted marketing and subscription based pricing, simplified checkout process, Integration of multiple payment gateways – 250% increase in sales in 12 months period – TCV: 2 MUSD
- Hearst - SFMC Marketing Automation– Automation of Retention, Save and Winback Campaigns – TCV: 300 KUSD
- PCF - Migrating 30+ applications to AWS cloud – Automated application complexity analysis – Cognizant Cloud Assessment Framework (6R's) –TCV: 300KUSD

C. **Industries : Music Publishing**
   Key Customers: Sony Music, Warner Music
- Sony Music – SAP Managed Services – SAP HANA – SAP Cloud - YCV: 3.5 MUSD/yr – TCV: 10 MUSD
- Warner Music – RPA development and L1 and L2 BOTS support – TCV: 200 KUSD/yr
- Warner Music – Data Tally Program – Program to match lyrics and song copyrights to consumption across music platforms and to track, record and make the appropriate payments – Python, Snowflake, PLSQL – 3 MUSD

2. **CoE Lead for Business Unit level ADM practice**
   Industries: Education and Media Publishing
   Key Customers: Kantar, HMH, BBC, OUP
- IME ADM Center Of Excellence Lead – Leading large AMS pursuits, Solution architect, Automation and Transformation Champion for ADM engagements across IME Business Unit
- Key Wins: Kantor AMS deal, HMH, BBC, OUP – TCV: 15 MUSD

3. **Transition Manager and AMS manager**
   Industries: Insurance
   Key Customers: Hartford Insurance
- Hartford Insurance – Transition Manager - ~120 applications under Commercial Insurance Tower successfully transitioned from Accenture to Cognizant – Managed Business Model – 350+ team members at peak across cities in India and overseas - 1200+ training sessions – TCV: 40 MUSD

Infosys

1. **Program Manager, Transition Manager, Project Manager**
   Industries: Legal Publishing
   Key Customers: LexisNexis, LN France
- LexisNexis – Statues Conversion Program – An automated Content Transformation Solution that analyzes millions of Skewed legal data documents in various formats like XML, Word and PDF and transforms these content to enriched XML documents based on defined transformation rules. Output XML is loaded into MarkLogic based HPCC platform for better user experience and faster and accurate search results. This solution is patented. This automated and iterative approach resulted in high quality deliverables and fetched additional business of around 50 MUSD
- LN France – Project Maroc – Development and support - Developed a powerful content Search engine for Lawyers and Law Firms in Morocco - Contents are harvested and loaded thro' automation into MarkLogic repository. Basic search and advanced Search features were delivered.

2. **Transition Manager, Project Manager**
   Industries: Education and Banking
   Key Customers: Career Education Corporation (LMS) and American Express (Credit Card)
   - Career Education Corporation (CEC) Onsite Project Manager - As a Transition Manager, planned and executed the transition of L-2 and L-3 activities of MyCampus and Virtual campus web applications. As a support manager, managed the steady state operations.
   - American Express – Onsite Project Manager - Played Vendor Manager role and Amex Manager Role. Met customer's business objectives and developed business for Infosys in parallel by mining new opportunities. As an onsite project manager, handled the inception, execution and release of few critical enhancements in business critical "Business Information systems" and "Credit Card Replacement System" portfolios

IBM Global Services

Transition Lead, Project Lead
Industries: Telecom
Key Customers: Telstra, AUS
- Transition and Support for Local Number Portability Carrier Information Systems (LNPCIS): As a Transition lead, planned and executed the transition of LNPCIS application from IBM Australia team to IBM GS India Team.
- Delivered Steady state services post transition Phase.

Ramco Systems Ltd.

Developer, Tech Lead
A. Industries : Healthcare
   Key Customers: Triamun AG
   - Triamun AG- Offshore Project Leader- Designed, developed and delivered of the Patient View module
   - Triamun AG, Basel, Switzerland Onsite Technical Leader - As a Lead Developer, developed the point of sales integration module for Pharmacy sales systems.
B. Industries : Manufacturing
   Key Customers: Ramco Marshal ERP (Discrete Production)
   - Ramco Marshal ERP Suites-DP - developer - Developed few critical components in Material Resource Planning for Discrete Production (DP) module. Reports development using Ramco Report Writer.

Significant Achievements

- Modernizing Content Architecture and Platforms: Leading the program delivery of Content and Platforms modernization for Education publishers and Media Publishers - *Cognizant*
- Patented Content Transformation Framework – One of the inventors of the patented solution "Automated approach for extracting intelligence, enriching and transforming content" for a leading US based legal Publisher - *Infosys* - **https://patents.google.com/patent/US20140026033A1/en**
- Designed and developed a configurable, reusable web development platform for Patient View modules. Reduced the development effort by 70%– *Ramco Systems*

Certifications

- CCPM (Cognizant Certified Program Manager) – Cognizant sponsors this Certification by partnering with Duke Corporation for excelling in Program Management skills
- PMElite Certification in Project Management – An Infosys internal certification.
- Other Certifications: Publishing 101, Education Publishing 101, Retail 101, Basics of Banking

Scholastics

- Bachelor of Engineering in Computer Science from I.R.T.T, Erode, Tamil Nadu, India (Affiliated to Bharadhiyar University, Coimbatore)