Vivek Srinivasan

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Engineering Leader, Software Development

Visionary Engineering Leader with 18+ years of experience, including 7+ years managing high-performing teams across Amazon (Prime, Smart Vehicles, Alexa) and key infrastructure at Microsoft Azure. Expert in defining and executing technical roadmaps for large-scale, customer-facing cloud platforms that drive direct business growth (e.g., 1M+ Prime subscriptions). Proven ability to foster operational excellence, mentor talent, and partner with cross-functional stakeholders to deliver complex, full-stack solutions.

WORK EXPERIENCE

Amazon • Seattle, WA • 06/2018 – Present

Engineering Leader, Prime Membership Growth

- Own the delivery and strategic roadmap for Amazon Prime offer upsells across desktop, mWeb, iOS, and Android platforms, leading a full-stack team of 12 software engineers.
- Led the ground-up development of the Amazon Prime landing page, enabling rapid A/B experimentation which resulted in a 30% increase in customer engagement within 6 months.
- Launched a worldwide upsell experience on Amazon Product Detail Pages that directly contributed to adding over 1 million Prime membership subscriptions in 2025.
- Mentor and manage the career growth of direct reports, cultivating a high-performance culture focused on engineering quality and velocity.

Engineering Leader, Amazon Smart Vehicles, 07/2022 – 09/2024

- Managed and directed a team of 8 full-stack engineers responsible for delivering a voice-first experience and a custom widget framework (React Native) for a Linux-based Amazon OS integrated with OEM partner, Stellantis.
- Drove the successful integration strategy enabling Stellantis developers to utilize the custom-built widget framework library in the in-vehicle infotainment systems, ensuring a seamless partner development experience.
- Defined the operational and release processes for in-vehicle software components, mitigating deployment risks across a constrained device environment.

Engineering Leader, Alexa Automotive, 06/2020 – 07/2022

- Led a team of 7-11 full-stack software engineers focused on customer-facing products, including a high-volume analytics portal and an Amazon customer shopping portal for EU and NA marketplaces.
- Architected and led the scaling effort for the analytics platform, growing vendor support from 12 to over 165,000 vendors and third-party developers without service disruption.
- Designed and developed a robust backend data ingestion system using AWS cloud services, engineered to sustain a peak Transaction Per Second (TPS) rate of over 100k.
- Established cross-functional accountability by partnering with marketing, product management, and UX design to successfully deploy a public-facing automotive landing page across US, DE, UK, and CA Amazon domains.

Software Development Engineer, 06/2018 – 05/2020

- Designed, developed and deployed features of Alexa Communication services in Java, React, Nodejs, javascript
- Designed and developed Alexa Communication features for Alexa app in iOS and Android

Microsoft, Azure · 11/2013 – 06/2018
Software Engineer II

- Served as a technical domain expert for the Azure Resource Manager and Azure Scheduler Resource Provider, influencing the design and implementation of key platform features.
- Authored official specifications and led the release process for the Azure .NET SDK, Node.js SDK, and Python SDK, ensuring consistency for external developers.
- Designed and implemented cross-platform commands for the Azure CLI and contributed to the development and deployment of core Azure features.

Expedia · 10/2011 – 11/2013
Software Development Engineer in Test II

- Responsible for deploying and validating RESTful service on Amazon EC2 Cloud instances
- Responsible for developing and executing performance test scripts to capture Heap usage, CPU usage, response time, throughput and other metrics using HP Performance Center

Thomson Reuters · 06/2007 – 10/2011
Senior Software Test Engineer

- Implemented various testing frameworks to test a web application product at different layers (data access layer, middle tier layer, UI layer) using tools like Selenium, MSTest, NUnit, SQL Server, Oracle
- Developed web applications using ASP.NET, ASP.NET AJAX, jQuery, JavaScript, Visual Studio
- Designed SQL server database schemas and implemented a reporting tool to store test results using C# and LINQ

EDUCATION

M.S. in Computer Science
University of Minnesota • Twin Cities

Bachelor of Engineering in Computer Science
Anna University • India

SKILLS

Agile Environments, ASP.NET, Automated Testing, AWS, Azure, Cloud Services, Code Reviews, Communication, Continuous Integration, Design, Estimation, Interpersonal Skills, Java, jQuery, LINQ, Node.js, Object-Oriented Programming, Performance Testing, Product Development, Project Planning, Python, React, SDLC, Selenium, Software Engineering, SQL, Team Management, Visual Studio