

Core Competencies

Digital/Mobile Advertising, Product Management, Architecting Open Source technologies, CRM

Accomplished and dynamic professional eager to contribute management and operational expertise towards supporting the organization in driving business growth and increasing bottom-line profits as a key team member with 10 years of experience and recognized success in creating scalable internet products.

Enthusiastic individual with recognized ability to establish and maintain effective working relationships across cross-functional teams and diverse individuals. Having worked in varied domains, and across multiple roles, from Design, development and administration, to operations and process management, gives me a unique edge in understanding business as well as development requirements.

EDUCATION & CREDENTIALS

- **Bachelor of Information Technology (BIT)** from College of Business Studies in 2004
- **10+2** from CBSE Board in 1999
- **Class 10** from CBSE Board in 1997

PROFESSIONAL EXPERIENCE

TYROO MEDIA PVT LTD

Since Jan'11

Product Lead & Engineering Manager

Scope of Work

Tyroo is India's leading Performance Marketplace, which is expanding rapidly in global markets too.

Tyroo is developing in-house marketplace for supporting digital advertising, with major focus being performance advertising on both web and mobile.

As a Product Lead/Engineering Manager for this platform, I have been involved in all the phases from ideation, brainstorming, design, competition mapping to solution and technical architecture, development and go live.

Except this I lead all the phases for various internal and external facing products for Tyroo like Lead Management System, Lead Marketplace etc.

I am also owner of all third party platform integrations for Tyroo.

MAJOR PROJECTS UNDERTAKEN

- **TyrooCentral Platform:**
As a product lead envisaged, conceptualized, designed and delivered an extensive, feature rich platform for screen independent Performance Marketing. Tyroo as a network is using this platform extensively, currently being deployed across the customer base.
- **Tyroo Media CRM:**
Lead the project from development stage to launch, leading all the areas of project lifecycle.
Technology: MS Dynamics CRM, .NET, MSSQL
- **Mobile SDK's:**
Lead the complete product cycle for development of SDK's for both serving(publisher) and tracking(advertiser) for Mobile Apps.

Ibibo Web Pvt Ltd

Mar'10–Jan'11

Technical Lead – Tradus.in

Scope of Work

As a Technical Lead, the responsibility is to create, launch and manage Tradus.in which is an e-commerce portal, the backend OMS and all other Technology initiatives including CRM integration, API integration with service providers and content providers etc.

MAJOR PROJECTS UNDERTAKEN

- **Tradus.in:**
Lead the project from development stage to launch, leading all the areas of project lifecycle.
Technology: Php, Mysql, Lucene/Solr, Drupal.

Slideshare Inc

Jan'07-Mar'10

Senior Technologist

As a Senior Technologist, the responsibility was to look at every aspect of the slideshare.net product, architectures, databases and performance, and work on improving them, developing new features, researching on newer technologies, and upgrading the existing infrastructure.

MAJOR PROJECTS UNDERTAKEN

- **Slideshare.net Search:**
Search which is based on sphinx at the backend, worked on the complete search backend, as well as the front-end, including metrics, ensuring better relevance algorithms and speed and efficiency of the whole system.
Technology: Sphinx, Mysql, Ruby, Ruby on Rails
- **Slideshare.net Architectures:**
Analyzed and architected scalable systems for, conversion queuing system using Amazon sqs, uploads architecture based on a php based upload and proxying system, views architecture ensuring reduced locking and faster queries on db.
Technology: Php, Ruby, Ruby on Rails, Amazon SQS, MySQL
- **Slideshare.net Database:**
Including, server level optimizations, better indexing, query optimizations, re-architecting various areas of applications to improve db usage.
Technology: Mysql, Ruby, Ruby on Rails
- **Slideshare.net Systems:**
Managed, administered and did various installations on freebsd servers, and worked on enhancing securities of the servers in the absence of system administrator.
Technology: Freebsd

Info Edge (India) Pvt Ltd. (naukri.com)

Jul'05-Jan'07

Technical Architect (July'06-Jan'07)

Senior Software Developer (Jul'05-June'06)

Software Developer (July'04 to June '05)

As a Technical Architect the primary responsibility was to look at the architectures of the whole site and its various components and suggest a better architecture for them, research on various platforms to find the more efficient ones, research and develop new products and all other such activities that can be brought broadly under the gamut of research & development.

As a Senior Software Developer the primary responsibility was to do the analysis of the applications and work with a team in the capacity of team leader to get them developed, see through its proper and seamless integration with other applications and ensure proper functioning of both the

applications as well as optimum utilization of resources (Server/Network etc.). Also, the scope included training and development of new associates joining the team.

MAJOR PROJECTS UNDERTAKEN

- **Auto-healing/Auto-upload:**
This project had two divisions to it:
(a) The auto-healing division was concerned with automation of the process of corrective measures taken during server/applications (apache/mysql etc.) crashes or misfiring.
(b) The auto-upload portion was concerned with automation of uploads being done to the servers.
This was a self initiated project and I acted as a team lead.
Technology: Mysql, PHP
- **Customised eApplications:**
This project was taken up for an external client (PSU)
For an external client automate its application process (consisted of various different applications) for tests and display of results.
Technology: Mysql, PHP
- **Banner Management System (BMS):**
This project was concerned with management of all the naukri.com banners and pop-ups. This included booking of various banners and pop-ups, automatic code generator for serving these banners and generation of MIS's.
Technology: Mysql, PHP
- **Tie-up Management System:**
This project was concerned with management of all the naukri.com tieups. This included tracking of these tieups performances and generation of MIS's.
Technology: Mysql, PHP
- **Job Search Algorithms:**
The aim of this project was to develop algorithms for job search that will result in better results for both the Job Seeker as well as the Job Providers and also increase the speed of Searching.
Technology: PHP, Mysql
- **Job Search Architecture:**
The aim of this project was to optimize the use of resources and reduce the pressures on servers and applications and ensure smoother functioning of Job Search Application.
Technology: PHP, Mysql, Haproxy
- **Job Search Results Clustering:**
This project was concerned with clustering of job search results basis different pre-defined sets. This application was developed using C apis of Mysql.
Technology: C, Mysql, PHP
- **IE Toolbar:**
Worked on development of naukri.com Toolbar for IE using Visual C++ WTL and NSIS scripting for installation.
Technology: VC++ WTL, NSIS
- **Miscellaneous Research:**
Virtualization, Load Balancing/High Availability, Search Indexing, Resman Database HA architecture, Static URLs

AWARDS & APPRECIATIONS

- Appreciation certificate from InfoEdge for Job Search project.
- Inter College 1st Prize in Overnight Programming.
- Inter College 1st Prize in I.T. Quiz.
- Inter College 3rd Prize in On the Spot Programming.
- Intra College 1st Prize in I.T. Quiz.