Vijay Anantharamaiah

Engineering Leader

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Summary

Highly accomplished Technology Leader with 18+ years of experience driving the strategy, development, and delivery of high-impact software solutions. Proven ability to build and scale distributed systems, lead high-performing teams, and deliver complex integration projects across diverse environments. Expertise in microservices, SOA, and driving innovation to achieve business objectives.

Professional Experience

Co-Founder, *Lambda Matters*   2021 – 2023 | Bengaluru, India

- E-commerce businesses face a significant challenge in efficiently managing and applying promotions across a large catalog of products. Determining which promotions are applicable to a given customer's basket can be complex and time-consuming. AutoCombo addresses this problem with a fast and efficient algorithm that quickly and accurately identifies the most relevant offers and promotions for each customer. By providing customers with the best possible deals, AutoCombo increases customer satisfaction, drives sales growth, and reduces operational costs for e-commerce providers.

Engineering Manager, *Signzy*   2019 – 2020 | Bengaluru, India

- Signzy is a digital banking infrastructure provider.
- Built and led a high-performing team of 12 engineers, fostering a culture of continuous improvement and mentorship.
- Spearheaded the development and delivery of GenericOnboarding, reducing delivery time from 3 months to 2 weeks (80% reduction). This accelerated customer onboarding and improved time-to-value.
- Implemented a software quality framework, resulting in a 10% decrease in post-release defects and organization-wide adoption. Reduced production incidents by 25% through improved microservices quality and proactive monitoring. This improved overall system reliability and reduced operational costs.

Technical Architect, *Locol Cabs*   2018 – 2019 | Bengaluru, India

- LocolCabs was an early stage startup in the transportation & ride-hailing industry.
- Led the setup of the platform and designed and implemented key backend services.
- Delivered a quick and efficient dispatch system in 2 weeks to support changing business model. This enabled the company to quickly adapt to market changes and gain advantage.
- Mentored engineers and promoted coding best practices, championing the adoption of Functional Programming principles.

Technical Architect, *Voter Circle*   2015 – 2016 | Bengaluru, India

- Voter Circle was a California-based startup focused on campaign management and voter-reach.
- Joined as an early member of the tech team and led the product development from initial POC to launch.
- Engineered core modules, including the voter matching algorithm and targeting system.

- Designed and built an extensible reporting framework, reducing the delivery time of new analytics reports from days to hours. This enabled faster data-driven decision-making and improved campaign effectiveness.

Technical Architect, *Simpragma Solutions*   2013 – 2015 | Bengaluru, India
- Simpragma Solutions provides technology solutions to various clients around the globe.
- Part of a 2-member team that addressed unique challenges faced by MIAirlines with their flagship product.
- Designed and delivered a fault-tolerant and robust P2P-Sync solution enabling data synchronization between apps over Wi-Fi/Bluetooth without a rendezvous server.
- The solution was first of its kind and was mentioned by Couchbase ⌝ at the Mobile Open Source Conference (OSCON).

Consulting Architect - SOA & BPM, *KBACE Technologies*   2012 – 2012 | Bengaluru, India
- Established and led an offshore SOA Center of Excellence team.
- Trained and mentored a team on the Oracle SOA suite of products.
- Provided consulting services to multiple clients in the US, guiding the design and development of new service-oriented architectures.

SOA Solution Designer, *Torry Harris Business Solutions*   2005 – 2012 | UK, Ireland, India
- Torry Harris Business Solutions provided SOA and integration solutions
- Maintained large middleware systems for clients like JPMC, built on Websphere MQ, Message Broker, and other technologies middleware technologies.
- Contributed to the SOA Center of Excellence, providing mentorship and guidance on emerging SOA tools, technologies, and paradigms (IBM, WebLogic, Oracle, OSS).
- Led teams in the delivery of services using Oracle Service Bus (for O2 UK).
- *Provided on-site SOA consulting and solution design for clients including:*
  - O2 (Dublin, Ireland): SOA Solution Designer
  - *EverythingEverywhere/Orange (Bristol, UK): Operations Lead*
  - O2 (Slough, UK): SOA Service Designer

Tech Talks

AI Based Technologies for Authentication, *IDRBT*   2019 | Hyderabad, India
Presented on the limitations of traditional authentication methods and explored the use of AI to enhance customer authentication in the digital age.

(Why?) Should You Know Category Theory,   2018 | Bengaluru, India
Functional Conf.
Explored the connections between the abstract mathematical field of Category Theory and its practical applications in real-world programming.

Have you GADT ?, *Functional Conf.*   2017 | Bengaluru, India
Introduced Generalized Algebraic Data Types (GADTs) and demonstrated their role in ensuring program correctness and reducing the need for runtime checks.

FP 101, *BHIVE Tech Talk*   2016 | Bengaluru, India
Provided an introduction to Functional Programming concepts and the Haskell programming language.