Santosh Ahuja - Director Architecture/ VP Engineering/CTO

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Summary

Santosh brings about **20 years of experience** in leading architecture and development of **large distributed systems**. He has built **carrier grade telco products** that scaled to millions of users even before the emergence of cloud. Having started programming since the age of **15 with GW BASIC** , he has knowledge encompassing wide programming platforms from **C++ to modern programming languages like Java, C#, Python and JavaScript**.

His experience as an architect ranges from **Service Oriented Architecture design paradigms** to modern day **multi-tenant SAAS based cloud architectures and Mobile Architectures**. He is passionate about staying afloat of technology and today spends most of his time **consulting** with **North American customers** and spearheading his inhouse **AI and ML based products**.

His area of delivering solutions has possibly encompassed every platform from **Java , .NET , PHP to Mobile platforms such Android and iOS**. He is also constantly sought after for speaking on wide variety of topics. He is often looked as a great bridge between top level executives and high performing development teams.

Expertise

- Enterprise Architecture and Design.
- Business Process Engineering.
- Product Development and Marketing
- Customer Partnerships and Relations
- New Customer Acquisition Expert

- Distributed Architecture and Design
- Cloud Architecture and DevOps.
- Mobile Architecture
- Agile and Scrum Methodologies.
- Project Management and Delivery.

Key Accounts

Played the role of Account Manager/Solutions Architect for the above customers for large scale projects engaged.

Work Experience

Impiger Consulting Services *(04/16 – current) Sr Director Architecture*

> Spearheaded the consulting division for the company by leading onsite **Solution Architecture** consulting for large enterprises.

> Provided a **hands-on** approach by creating several **POC's** and **Pilot** engagements to win customer confidence.

> Helped the company transform itself from **Boutique App company** to an **Enterprise solution provider**.

> Forayed the company efforts to be a leader in **Cloud Application** and **Cloud Migration** projects **Azure, AWS** and **Rackspace** cloud.

> Created a blue print for large **Enterprises to successfully move their work loads to Cloud**.

> Played a key role in acquiring **Applebees** and **iHop** accounts as **Presales Solution Architect** and also played **Solution Architect** for their large scale **Sitecore** project on **Azure** platform.

> Migrated, consolidated and unified a large company's multisite on-premise **Java-Spring-Hibernate-Struts** application on **Azure** cloud creating a **1 Million** in saving per year.

> Directly reported to the **CXO** group of for large customers articulating project status and roadmap time to time.

> Helped a startup **Q-Trak** with **scalability and performance** issues by playing the role of **CTO** for them. Identify several platform issues with the **MongoDB** service provider and migrated dated to a more suitable **data store.**
> Played the main point of contact for Marketing CXO's for technology evangelism and service offering packaging.
> Key **advisory** across the company on all matters of **Software Design and Architecture**.
> Constantly sought in the matters of identifying **performance bottlenecks** in large systems and providing solutions without affecting business continuity.
> Responsible for **P&L** and **budget** tracking for projects managed and played Architect for.

● Impiger Technologies *(2010 – 2013) Director, Software Development*

> Architected and Lead the development of **EvidenceLibrary.com** for **WatchGuardVideo** based out of Dallas on **Azure Gov Cloud.** Responsible from requirements gathering to delivery and making sure the project was executed within budget. Solution based on **.NET MVC 5 , Telerik's controls** and **Azure PAAS Websites and Web Jobs.**
> Architected and led the conversion of a successful legacy product for **Asset Management** from **WaspBarCode LLC** to a **multi-tenant SAAS** based product hosted on **Azure**. Trained a combination of onshore and offsite engineers on **Git workflows, DevOps** and **.NET MVC 5** with **Entity Framework.**
> **Built** a **Streaming Media Player** for **Android** based conferencing solution from **AMX** called **ENZO -** *https://www.youtube.com/watch?v=bjxzU-tTMpQ* . Support for **HLS** and **RTMP** protocol
> Technical Lead for the **Google** account for **QuickOffice** suite of products on **iOS** and **Android**. Ported custom versions of the **Android Kerne**l to custom **Tablets Devices**, locking up several options to provide a hardened OS for secure business applications.
> Wrote a custom ascii based protocol moving away from Json and xml for a Mobile Application that had to send Realtime status updates for an Application for **Intel** that was battery and bandwidth efficient.

● SALESDIALERS – Impiger Technologies *(2009 – 2013) Director, Software Development*

> Architected and built a **voice broadcasting solution for running Voice campaigns** for telemarketers.
> Architected the solution to be cloud based, on a **SAAS** offering.
> Customized several modules of **Asterisk** soft switch to support unique features required for voice campaigns.
> Wrote the management engine in **C++** that managed outgoing calls to available voice channels.
> Oversaw the development and design of the **U/UX** of the CRM .
> Introduced best in the breed development procedures creating individual **Test, QA** and **Prod** setup on **Rackspace cloud** with separate **CI** plans**.**
> Managed product development and road map using **scrum** and **agile** methodologies.
> Created effective support teams and tools with escalation matrix.
> Developed and introduced a self-test for diagnosing VOIP quality issues.
> Catapulted the product to one of the top **Predictive Dialers** in the market until date with 1000 customers generated several 100 calls concurrently.

- **PRODEA** – **Impiger Technologies** *(2006 – 2009) Director, Software Development*

  > Managed a team of over 60 engineers in developing the next generation **Residential Media Gateway**.
  > Technically lead a team of embedded C++ engineers and took ownership of the underlying platform framework for communicating with North bound Management servers.
  > Researched and published a white paper on the most efficient means of inter process communications on a relatively new flavor of linux which included **shared memory, raw sockets and Unix domain sockets**.
  > Developed a subscription-based Media Engine for the box that integrated with **Hulu**, **Sling** and **Pandora**.
  > Led several projects for a couple of projects that transformed from a prototype box to a carrier grade Residential Home System that could be deployed by telco's.

ITOKK Inc – Packetera Communications *(2004 – 2006) Director, Software Development*

> Managed a team of over 60 engineers in developing the next generation **Residential Media Gateway**.
> Architected Packetera's **N-Point SIP stack** framework.
> Implemented features of **SIP RFC's – RFC 3261, RFC 3284, RFC 3286, RFC 3315, Firewall Traversal – STUN, ICE, TURN, RTP/RTCP, RTP-Proxy**.
> Lead a team of C++ engineers in developing **SIP stack**.
> Segmented teams among core Sip stack team, Media Development, User Agent SIP Frontend team.
> Mentored and created a QA team proficient in testing prominent **Sip stacks** and UA's.
> Tested and Deployed Sip based Softphones in the networks of many prominent service providers across the US and Canada. Created a suite of proprietary interoperability tests.
> Deployed Softphones in the **White House** co-branded with the logo of the '**National Security Agency**'.

PLAYSPAN Inc – *(2005 – 2006) VP, Engineering*

> Played the role of Architect/VP Engineering for PlaySpan during the prototyping phase which eventually got acquired by **VISA** for **$190 Million**.
> As an architect built the prototype for this platform for phase I with fully functional backend and mock screens.
> Owned several key modules and contributed as a full stack lead developer using **Java, Struts, Hibernate.**
> Lead and worked with a team that was geographically distributed across time zones.
> Developed an **Anonymous Remailer** component that worked as a plugin for Sendmail server. An anonymous remailer is a server application which receives email messages with embedded instructions on where to send them next, and which forwards them without revealing where they originally came

MERCK - **PRIME TECHNOLOGY GROUP** *(2003 – 2005)Technical Architect*

> Planned and Architected the successful migration of the **MerckIMPACT.com** a group of 12 portals from **Cold Fusion/Oracle to .NET/SQL Server**. Architected the complete solution using **Microsoft Content Management Server** and **.NET/SQL Serve**r,
> Designed and implemented the content and data migration aspects of the project. Integrated **ActiveDirectory** for **Single Sign-On**.
> Responsible for internal and external application development in support of Clinical Trials and Enterprise Systems.

NUERA COMMUNICATIONS – Think Business Networks *(2000 – 2003) Software Engineer*

> EMS/NMS Domain Engineer – Specializing in **Distributed Real time Fault Management systems** for Several Switches/ Media Gateways and Session Border Controllers based on **C++, Java -RM**I and **EJB's**. Solely responsible for implementing **FCAPS**.
> Designed a system for listening to **SNMP traps** from a farm of devices and propagating them to multiple systems.
> Designed **CORBA based system**, interfaces resulting in compiled stubs/proxies for remoting.
> Designed the very first **Web/Http based distributed Fault Management System using Servlets and Object serialization**

Recognitions

Consistently awarded **Top Contributor Award** for several large engagements.

 Recognized and inducted in the invitation only prestigious **Forbes Technology Council.**

Serve on the board of **Business Intelligence And Analytics** forum

Speaking

> **"Secure Media Access on The Cloud"** – CloudExpo, SantaClara, California 2016
> **"Strategies of Effective Digital Engagement"** - Dallas Tech Summit , 2017
> **"Data Scientist Approach to Marketing"** - The University of Texas Dallas 2018

Contribution

Contributed to **SIP TORTURE TESTING FRAMEWORKS**

Skills & Certifications

> **Solution Architecture, Security, Microservices and Distributed Cloud Architectures, Data Systems and Data Lakes, Azure, AWS, Rackspace, Heroku and GCP**
> Sun **Certified Java** Programmer and Microsoft **Certified C++** Programmer

Education

> Advanced Diploma Network Centred Computing – National Institute Of Information Technology (1998)
> Bachelor's in Accounting, Mathematics And Computer Science – Bharathiar University – (1996)