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SUMMARY

Seasoned technology executive and hands on architect with over 19 years of experience in digital transformation, cloud strategy, omni channel solution and modernization for major retail companies. Industry recognized thought leadership on cloud migration and strategy, deep technology and architecture skills along with building relationships at C level executives. Have built very complex solutions for retail domain with cross functional and cross geographic teams. Building AI and ML data strategy using research design principles, architecting data pipelines using Kappa architecture and building Machine learning models using statistical techniques (Jupyter notebooks, python data frames and packages).

SKILLS

- AWS Cloud Strategy and Migration
- Building healthcare solutions on Microsoft Azure cloud with .Net
- Digital transformation
- Enterprise Architecture and eCommerce Solution Architecture
- Digital Marketing
- Responsive / Headless Design
- Cloud Native Solutions
- Performance Engineering
- Solutions across Retail, Healthcare, Financial domain
- Jupyter Notebook and Python integration for building data frames, experiments and providing statistical models to business leadership.
- Data strategy using Research Design and Human Data science for building ethical data principles (Belmont, FTC guidelines, Nissenbaum Privacy framework (Contextual integrity), Citron due process.
- Java, J2EE, ATG eCommerce (11.3), RESTFUL architecture
- Python 3.7.x, Zookeeper, Kafka broker, Docker containerization, Docker swarm, HDFS, Spark SQL

EXPERIENCE

Director Digital Architecture

Canton, MA

Destination XL Group Inc./ Jun 2017 to Current

- Migrated ecommerce platform as a part of multi year cloud strategy from on premise to AWS Cloud
- Built a Digital dashboard that reflects up to the hour ecommerce business performance using Python 3.7.x and Flask powered by Kappa architecture (Elastic search (ecommerce Log stream), revenue reporting from downstream OMS, audience / campaign metrics/performance from GA logs and big query)
- Built modernization strategy to transform omni channel enterprise technology stack to cloud native architecture
- Solutionized omni channel fulfillment replacement strategy using industry leading Manhattan OMS.
- Built responsive headless high performing website using full stack Angular framework with

ATG eCommerce system.

- Built a responsive headless system for stores to empower Omni channel experience using VueJS and ATG 11.3 Services .
- Built a high performing internal technology team to sustain modernization initiatives across enterprise.

Founder & Chief Architect

Ashland, MA

Manizh Consulting LLC/ Jan 2018 to Current

- Developed organizational vision, mission and foundational structure to facilitate early growth.
- Planned key business operational mandates and policies, starting with defining customer demographic and target market.
- Established relationship with Mass State through Commbuys in bidding for Data, Health care and technology initiatives
- Worked with Unite healthcare system to build a complete patient management system (Electronic medical record system) that helps doctors, patients to manage their health records and schedule.
- Provided architecture and cloud strategy to build and deploy solutions on Azure cloud using .NET technology with front end experience through KendoUI.
- Helped build data analytics and dashboard capabilities through PowerBI for doctors and practitioners.

Board Member

Lexington, KY

Pipeline Pros/ Dec 2017

- https://pipelinepros.org/board-of-directors/
- The World's Only Independent Oracle Commerce User Group
  PipelinePros, Oracle Commerce User Group, is comprised of people and organizations that utilize the products and services of Oracle Commerce platform (ATG, Endeca and Commerce Cloud).

Senior Manager Technology

Boston, MA

Sapient Corp/ Mar 2014 to Jun 2017

- Enterprise architecture, eCommerce solution architecture and strategy for Various Retailers.
- Justice Brand Ascena - Established performance strategy to enable holiday readiness for Justice Brand of Ascena Retail.
- Michael Kors - Architected, designed and developed headless architecture and solution using full stack React Redux framework for MichaelKors to make it Responsive.
- CVS Pharmacy - Digital - Crafted the next best strategy in Digital marketing campaign, Unification of enterprise level customer profile and journey, architected and delivered Cross channel loyalty solutions.

Manager - Technology

Boston, MA

Sapient Corp/ Apr 2012 to Mar 2014

- Ann Inc - (AnnTaylor and LOFT) - Multi channel architecture and delivery using Order Management System (Manhattan DOM), eCommerce digital transformation in building high performance website, successive holiday readiness through profiling ecommerce applications for various loads.

Senior Associate Technology Level 2

Boston, MA

Sapient Corp/ Sep 2006 to Mar 2012

- Sprint Mobile - Designed and developed a high performing ecommerce website for fully automated mobile servicing
- Talbots - Designed and developed a high performing website serving apparel retail for women
- Citadel, eDiets - Various retailers - Built and delivered high velocity financial software for hedge funds, first flag ship ecommerce website for eDiets using Java J2EEE Technologies and ATG eCommerce platform.

Associate

Teaneck, NJ

Cognizant Technology Solutions Corp/ Apr 2002 to Sep 2006

- Taxware Solutions - Various capacity - Java Architect
- Built various components of tax calculation software including a web interface, high volume data aggregation ETL process, devOps systems using Java J2EE and ANT framework.
- Taxware Solutions - Quality Process coordinator
- Instrumental in establishing CMMI Level 5 practice within the account, enabling senior leadership to gather metrics and make decisions based on data.

Developer

Chennai, Tamil nadu / India

SIPTECH Solutions Limited/ Mar 2000 to Apr 2002

- Sun Microsystems - Various Projects
- Started my career as a White box tester for Java framework (Java Web framework)
- Built internal timesheet system using Java J2EE (EJB Technology) for managing team work.

EDUCATION AND TRAINING

Master of Science: Data Science

Berkeley School of Information Expected in Aug 2021

Berkeley, CA

Master of Science: Computers

Masters in Computers (MCA) Jun 2003

Bharatidasan University

Bachelors of Science: Mathematics

Bharatidasan Univerisity 1999

Trichy, Tamilnadu, India

Mathematics

Graduate

NIIT Ltd Nungambakkam 2000

Chennai, TamilNadu, India

WEBSITES, PORTFOLIOS, PROFILES

- www.linkedin.com/in/epdasa
- www.manizh.com
- https://www.ischool.berkeley.edu/people/dasarathy-elayavilli-ponnappan

THOUGHT LEADERSHIP

- AWS Case Study - AWS: ReInvent 2017:

With a compelling need to meet ecommerce business growth of DXL we identified our weak spot on hosting and did a lift and shift initiative. This initiative involves working with 50+ integration partners of ATG eCommerce website and porting of it to public AWS Cloud.

As a Digital architect I lead the initiative and completed the move within 12 weeks working with Tenzing as our choice of partner. AWS requested us to present a case study in their Yearly AWS ReInvent (2017). Below is the case study link.

- Https://aws.amazon.com/solutions/case-studies/dxl/
- Human Data Science Blog Post @ UC BERKELEY - 2019
- As a part of Data Strategy and ethics centered design, I presented the privacy policy framework using a blog post.
- Http://blogs.ischool.berkeley.edu/w231/2019/12/07/ice-license-plate-tapping-immigration-control-privacy-and-ethical-concerns/

ADDITIONAL INFORMATION

- Received International Technology Specialist award as a part of taking Ann Inc business International.
- Received outstanding achiever award twice in Cognizant technology solutions within taxware account.