

Profile

Management and Technology expert with over 16 years of experience in large corporations as well as in fast paced venture start up companies. Thought leader in business analysis, data-driven business strategies as well as designing, developing, deploying & managing enabling technologies – both, on & off shore - to achieve essential business objectives. Recognized for success in directing key business initiatives, implementing complex technology solutions, structuring high performance teams and augmenting resources with outsourced, cost effective teams to maximize organizational productivity.

Employment History

iMenu360 Inc. (www.iMenu360.com)

Chicago, IL

Vice President, Technology & Development

Jul. '06 – Present

Established structure for maintenance & support, web traffic monitoring, live customer service & feedback.

Defined success metrics: Transaction Volume (\$, Frequency, Avg. Amount), Error Rates, Average Order Time, Customer Churn, Customer Response, Application Reliability, Fail-Over Reliability etc. Managed complete technology design and 100% offshore development (India & Belarus) with deployment in the US & Canada. The company is now fully managed by the operations group.

Ordernetwork LLC

Chicago, IL

Founder & General Partner

Apr '03 – Jun '06

Defined business model, revenue structure, marketing and sales, technology, operations, partnership structure and growth plans. Raised capital (angel investment). Developed real time investor dashboard to keep investors updated with progress. Managed requirements definition, documentation and operations. Managed outsourced resources for Technology Architecture, Development, Deployment, Maintenance and Enhancements.

The company was successfully sold in December 2006.

MSDSonline.com

Chicago, IL

Chief Technology Officer

Mar.' 01 – Jul. '03

As a member of the executive team I actively defined web based revenue models, marketing metrics, partnership structures & board presentations. Led all internal & external technology related business activities at MSDS-online. Directed software development, training, hardware, application hosting, and business support systems.

- Led MSDSonline through initial product releases (Web and Desk Top Software) that successfully acquired 2500+ customers in the first 18 months and generated \$1+ million annually.
- Established and met quality & customer support commitments by creating processes for requirements definition, design, source code control, testing, validation, user documentation & customer support.
- Reduced product release cycle times by 40% and increased product feature set by moving low value, routine development and maintenance work to India.
- Redirected company's focus from being technology centric to consumer & customer centric.

Cap Gemini Ernst & Young, LLC

Chicago, IL

Senior Management Consultant (Strategic Advisory Services)

Jul.' 98 – Mar. '01

- Developed the primary business plan and associated financial projections to de-mutualize one of the largest futures and options exchanges in the world; from a 'not-for-profit', membership owned "open outcry" model to a 'for-profit', publicly traded, electronic exchange.
- Developed e-Commerce Strategy & led the supporting financial model for a \$1B+ manufacturing client.

Evaluated Alliance Partners & recommended initiatives to exploit Internet as a distribution channel.

- ❑ Developed e-Commerce strategy for an existing \$50 M brick and mortar temporary staffing agency to exploit Internet as the key medium for growth and improving operating efficiencies.
- ❑ Led financial evaluation of various business strategies (Cultivating in-house business expertise; Joint Venture and Outsourcing) and their impact on the client's financial statements and the core business. Special focus on Cost Structures, Revenue Sources and Profit Sharing for Joint Venture proposal.

General Electric Medical Systems

Milwaukee, WI

Lead Professional

Jan. '91 - Apr '94 & Apr. '95-Sep. '96

Member, Strategic Platform Definition Committee (CT & MRI).

- ❑ Led the Design and Development of the interactive graphical prescription for Saturation Bands in Magnetic Resonance Imaging (MRI) to eliminate noise signal from moving body fluids.
- ❑ Designed and Developed 3-Dimensional visual models from 2-Dimensional medical images.

Strong Cornelliuson Capital Management

Menomonee Falls, WI

Consultant

Apr. '94 - Mar. '95

- ❑ Coordinated applications development effort between finance and software groups for a mutual fund with \$1B+ in assets under management. The application - Interactive Voice Response System (IVRS), automated customer service and enabled shareholders to transfer funds, close accounts and retrieve their current portfolio balances or market information using the telephone.

Indian Institute of Technology and Science

Bombay, India

Lead Research Engineer

Feb. '87 - Jun. '88

- ❑ Managed a six-member team to automate Loan Applications, Disbursements, Payments and Repayment transactions for Industrial Development Bank of India. Also conducted user focus groups.

Education

The University of Chicago, Graduate School of Business

Chicago, IL

Master Of Business Administration (Finance, New Venture)

Jun. '98

- ❑ Dean's List

Southern Illinois University

Carbondale, IL

Master of Science (Computer Science)

Dec. '90

- ❑ President, University Badminton
- ❑ Winning VLSI Chip Design

G.S. Institute of Technology and Science

Indore, India

Bachelor of Engineering (Computer Engineering)

Dec. '86

- ❑ Top 5% in the class

Technology Skills

- ❑ Large Scale Systems Analysis & Deployment - Business Case; Technical Definition; Application Architecture, Development; Systems Integration; Roll Out & Deployment; Maintenance & Customer Support
- ❑ Significant Experience in: Unix, 'Wintel', Relational Databases, Object Oriented Design, Planning & Evaluating Technology, Architecture & Scope Definitions, Cost Evaluations etc. (C / Objective-C / C++ / Java / .NET / VS2008 / ASP / HTML / SQL / Shell Scripts / Word /Excel/ Access/ Power Point etc.)

Other Skills & Interests

- ❑ Financial Modeling, Internet Business & Technology. Fluent in English, Hindi & Marathi.
- ❑ Biking, Hang Gliding, Aero-Modeling, Table Tennis, Reading and Digital Image Composition.