VENU ALURI

✉ venu.aluri@outlook.com

⌂ 2140 101ST DR SE Lake Stevens, WA 98258

☎ 425-802-3161

SUMMARY OF QUALIFICATIONS

✓ A detail oriented strong technical professional with 16+ years of experience on Software Architecture, Design, Development, Project, and Team Management.

✓ Around 4 years of experience managing a team of developers tasked to tackle the problem of global subscription services solution for partners around the world.

✓ Build and led an engineering cross-functional team from 5 to 22 full-time engineers, including 2 managers, across 3 locations.

✓ Extensive experience in managing and delivering v1 programs for geographically distributed cross functional teams.

✓ Proven track record for Planning, Organizing, Managing, Reporting and Delivering complex subscription services programs.

✓ Experience in Service Oriented Architecture, Scalable application architecture, Data modeling, Performance Engineering, Web Application development.

✓ Unique competency in translating business requirements into customer solutions including opportunity identification, requirements analysis, software development, delivery, and support.

TECHNICAL SKILLS

✓ 16+ years of experience in developing/managing projects using AWS and Microsoft technologies.
✓ Expertise in Java, NodeJS, C#, SQL, NoSql
✓ Well versed with AWS technologies.
✓ Expert in building serverless solutions using AWS technologies.

PROFESSIONAL EXPERIENCE

Company	Dates	Roles
Amazon.com Services Inc	01-Dec-2020 to Present	Software Development Manager III
Amazon.com Services Inc	21-Dec-2015 to 30-Nov-2020	Software Development Engineer, Sr. SDE, Tech Lead
Sogeti USA	02-Dec-2013 to 20-Dec-2015	Sr Consultant
Wipro Technologies	31-Mar-2008 to 29-Nov-2013	Lead Developer, Onsite Coordinator, Developer & Analyst Programmer

Amazon.com, Seattle, Washington, US   **Dec 20 – Present**
Software Development Manager

Amazon Fuse

   Amazon Fuse is a wholesale subscription service that enables 3rd party enterprises with billing and distribution capabilities. Fuse has created a one stop integration point for service teams (e.g. Prime, Music, Video, more) to be able to offer their subscription services through the top global partners who collectively offer subscriber billing services to more than 4B consumers.

➢ Built and led an engineering cross-functional team from 5 to 22 full-time, including 2 managers, across 3 locations
➢ Responsible for the execution, architecture and technical vision of the Amazon Fuse
➢ Joined the core founding team of Amazon Fuse, expanded the program to 150+ partners across 50+ countries worldwide, establishing it as a key customer acquisition channel
➢ Grew leaders, team capabilities and scope while avoiding burnout
➢ Influenced senior leaders within organization and across company for maximizing speed to market, excellency and minimizing risk
➢ Developed yearly technical operational plans for driving engagement, innovation and retention across the organization

➢ Drove the organization to adopting a data-first approach, focusing on equipping engineers with knowledge of data models and architectures to enhance the adoption of AI and ML technologies
➢ Leading the team to manage integration with various subscription service providers within Amazon.
➢ Led the team to automate accounting and billing aspects of subscription, thus eliminating manual effort needed by Accounting, Tax, Billing operations team while adhering to SOX compliance.
➢ Led the team to automate royalty payments to partners by working with 10+ cross-functional teams across Amazon.
➢ Seamlessly managed the migration of v1 solution to v2 without any impact to the partners and end customers.
➢ Responsible for hiring, performance counseling, reviews, transfers, terminations as well as decisions regarding pay/increases and demotions.
➢ Actively participate in talent reviews to voice out the team's strengths and weaknesses and advise a plan of action.

Amazon.com, Seattle, Washington, US   **Dec 15 – Nov 18**
Software Development Engineer, Tech Lead, Sr. SDE

Amazon Fuse
       Amazon Fuse is a wholesale subscription service that enables 3rd party enterprises with billing and distribution capabilities.
- Created framework for managing accounting and billing aspects of subscription.
- Designed and developed subscription service to manage subscription.
- Designed and developed asynchronous processing module for managing subscriptions.
- Developed customer facing portal for activating subscriptions.

Amazon Case Tracker
       This project involves the design and development of a web application to view the cases (civil/criminal/ethics/litigation/HR) submitted to various departments of Legal.
➢ Created a highly scalable service to manage the operations of case
➢ Migrated existing data from relational data to DynamoDB.
➢ Created a service to fetch order history from different regions.
➢ Enhanced OCR conversion service using Nuance SDK.
➢ Enhanced ALERT case management system.
➢ Developed reports to monitor the progress of OCR'ing documents.
➢ Created helper tools to monitor services and web sites.

Sogeti USA   **Dec 13 – Nov 15**
Sr. Consultant

Starbucks Open API and .COM Support, Starbucks   **May 15 – Dec 15**
       Responsible for maintaining the applications that support starbucks.com and Starbucks mobile applications.
➢ Developed web monitor application to monitor applications.
➢ Designed and developed poller application to load data into Splunk from database and file logs.
➢ Maintain Starbucks.com web application by identifying and fixing production issues.
➢ Managed Open API that supports mobile applications.
➢ Designed and developed internal tools to publish products into the database.
➢ Automated monitoring framework using Splunk and Mashery Reporting APIs.

PolyServe Application Database Migration, Providence Health & Services   **Jul 14 – Apr 15**
       This project deals with migration of SQL Server 2005 database instances to 2008 SQL Server Virtual Machine instances.
➢ Understand the architecture of existing applications.
➢ Setup and run the applications in local environment and create help documents.
➢ Created technical documentation for the PolyServe web applications.
➢ Created coded UI test solutions for all the PolyServe application effected with the migration.
➢ Created and executed the test plans pre and post migration of the database.

Dashboard Design & Development, Microsoft   **Dec 13 – Jan 14**

This project involves the design and development of a web application to showcase the status of data centers/roles in a dashboard view. The present Incident Management Portal displays only the incidents that occurred in a data center. There is no view for the higher management to see the status of all the data centers at one place. This project provides a visually informational dashboard view for status of the data centers and roles.

➢ Architected, designed and developed the dashboard.
➢ Developed sample dashboards with different views before finalizing the current design.
➢ Developed a windows service to poll a web service to gather the information required to display in the dashboard. Used Entity Framework and Windows Services. Automated the process for
➢ Used Java Script, jQuery, CSS, Bootstrap, MVC, Ajax and ASP.Net for the development of dashboard.
➢ Written SQL procedures and triggers.
➢ Tested and deployed to internal webserver.

Wipro Technologies   **Mar 08 – Nov 13**
Sr. Developer

AT&T API Design, AT&T   **Apr 12 – Nov 13**

This project involves design and development of wrapper (MS SDK) classes and sample applications for exposing AT&T Developer Echo System Platform Services. These SDK wrapper classes will assist developers in building applications based on AT&T platform APIs. These wrapper class libraries significantly reduce the complexities while building applications targeting APIs such as SMS, MMS, WAP Push, Device Capabilities, Location, and Payment. Leveraging the AT&T API Platform, developers can quickly bring robust applications to markets. The project also involves the creation of wrapper library and Visual Studio Extensions for Windows Phone 8 and sample applications to highlight the usage of AT&T Platform API Services.

➢ Design and development of Microsoft Software Development Kit (SDK) for AT&T platform services using C#, Windows 8 SDK and Visual Studio 2012.
➢ Develop a proof of concept application for Google Glass using AT&T Messaging API.
➢ Integrated AT&T Speech API into a demo game using Unity 3D and packaged MS SDK for Unity.
➢ Developed applications in Windows 8 using MVVM Pattern, XAML, C# and Windows 8 SDK.
➢ Developed Visual Studio extensions (custom controls) using Portable Class Libraries, XAML, C# and MVVM to expose the services of AT&T API Platform.
➢ Developed Windows Phone 8 applications and published to Github.
➢ Worked on framework-based components like exception handling, caching, session handlers, email support, and other utilities.
➢ Developed custom controls in Windows 8 and Windows Phone 8.

PCM Tool, Level 3 Communications   **Dec 10 – Aug 11**

Project Capacity Model Tool is a Web based application that deals with tracking of projects that the team currently handles. Any request for data cleanse or IT be submitted via this tool. The manager provided with a high-level view of the projects that are in queue and will provide approval based on the priority and the ROI.

➢ Interacted with business analysts and worked on the application specifications to develop detailed functional, technical design, and test specifications that fully satisfy business requirements.
➢ Designed UI screens and code using Visual Studio 2008, ASP.Net 3.5, HTML, JavaScript, AJAX, Themes and CSS with object-oriented programming techniques.
➢ Developed ASP.Net pages in Visual Studio.Net and JavaScript to meet the business requirements.
➢ Developed the application using .Net components and implemented the Data Access layers using ADO.Net. Used ADO.Net objects such as data reader, data adapter and dataset for consistent access of the data from data layer.
➢ Used AJAX to update the processing status without the need of submitting or reloading the page.
➢ Developed stored procedures, functions using SQL and T-SQL in SQL Server 2008 for fetching data and binding.

Service Activation, Data Management Reporting, Level 3 Communications   **Jun 10 – Nov 10**

Data Management Reporting deals with preparation of queries and presenting the data in readable format from the backend database of network inventory systems and billing systems. Data Management Production Support deals with resolution of trouble tickets submitted for data discrepancy in network

inventory systems Telcordia Network Engineer (TNE), Granite, Open CI and Circuit Vision and cleansing the data for better data integrity. Data Management Reporting details with preparation of queries and presenting the data in readable format from the backend database of network inventory systems.

- ➢ Designed network circuits using TNE, Granite, Open CI, and Circuit Vision.
- ➢ Activated network circuits using Trailblazer and SpyGlass.
- ➢ Created data discrepancy and reports using SQL Server Reporting Services (SSRS) and by creating and running SQL Server Integration Services (SSIS).
- ➢ Involved in creating various SQL Queries, SQL scripts, relational databases, stored procedures.
- ➢ Involved in designing the Queries to extract data as per the Client requirements.
- ➢ Design SSIS packages to Extract and load the custodian data feeds in multiple file formats, involved in several data migration projects.
- ➢ Developed SSIS packages and SSRS Reports as per the User Requirements and assist users with problems and questions on a daily basis to ensure the proper working order of the system.
- ➢ Implemented SSIS Package (DTS) to import data from Oracle, Excel and MS-Access.
- ➢ Delegated tasks and prioritize workload amongst development teams and coordinating the entire project group under various project activities.

Field Audit Tool, Level 3 Communications   Feb 09 – May 10

This project aims to Integrate and standardize all the systems for the newly acquired companies of Level3 Communications. Each of the M&A Companies has different sources and formats of data and hence it is not in a readily usable. This project will bring together all the data into a single system called Unity. The physical Inventory maintained in Telcordia Network Engineer and the Logical inventory in Telcordia Granite.

- ➢ Developed Field Audit Tool from end to end using VB.Net, MS Access.
- ➢ Core developer of
    - o **Field Audit Tool:** A tool for capturing the field data using VB.Net.
    - o **Online Field Audit Tool:** A tool for fetching and updating data directly from Oracle database using VB.Net
    - o **Database Merging and Consolidation:** Design and development of a tool for merging and Consolidating MDB files using VBA
    - o **Bulk Geo Coder:** Design and development of a tool for getting latitude and longitude information for a given address in US using Google Geo Codes and C#.
    - o **Consolidated Reports Generation:** A tool for consolidating data from different excel files into one excel file using C#.
    - o **Containment report generation:** A tool for creating excel sheet with data from Oracle database using C#.
- ➢ Designed and constructed a database tool to perform bulk changes, which reduced the time consumption from 5 hrs to 15 minutes.
- ➢ Proposed many ideas for Field Audit Tool development, which helped the customer to perform the audit more efficiently and less time consuming
- ➢ Created Archive and zipping utility to reduce the manual effort in archiving 120 files in daily basis, which positively saved disk space and time.
- ➢ Used Windows NT authentication model to validate user credentials.
- ➢ Organized a knowledge sharing session on "How to Ensure Effective Data Management programs in Telco Industry"
- ➢ Trained team members on .Net Fundamentals

CrossMission Deployment Manager, Toshiba TEC   Mar 08 – Jan 09

"CrossMission Deployment System", a software distribution tool combining .Net-based software distribution capabilities and Toshiba TEC's accumulated software maintenance that Toshiba TEC has provided for large-scale retail users over long period. Deployment Manager plays a role as an information management center to meet specific requests. The Graphical User Interface (GUI) easily handles a request to send XXX module to AAA division of BBB-area factories on date. Using "Deployment Log Monitor", a delivery server can easily check results of download and installation performed by each client. This project aimed at developing the user interface for Crossmission Deployment Manager**.**

- ➢ Performed the analysis and review of existing legacy system limitations to develop a new and enhanced system.
- ➢ Core developer of the user interface for Crossmission Deployment Manager and the Deployment Log Monitor. Developed this application using C# and SQL Server 2005.
- ➢ Implemented multiple forms in the application and integrated into the main application.

➢ Implemented Localization to support English and Japanese Language.
➢ Used ADO.Net features such as Data Grid, Data View, Dataset and Data Adapters.
➢ Involved in creation of the folder structure for the project in Visual source safe
➢ Participated in all the technical discussions with the client over V-Con
➢ Conducted training to team members on delegates and event handling in C#.
➢ Ensure high quality code through rigorous code review processes.
➢ Involved in writing Test Plans for user testing.

EDUCATION

Bachelor of Technology in Computer Science & Engineering | *Jawaharlal Nehru Technological University, Hyderabad* | India
Diploma in Computer Engineering | *State Board of Technical Education and Training, Hyderabad* | India