


# Arunesh Parab

Mumbai, Maharashtra, India

 arunesh.vijaya.vijay@gmail.com

 9869257928

 [linkedin.com/in/aruneshparab](https://www.linkedin.com/in/aruneshparab)

## Summary

I am an outcome-oriented startup CTO with 18 years of deep technical experience. I have worked in Marketing, Education, Technology consulting and product development with three successful bootstrap startups. Being in startups all my life, I know the impact of technology on strategy, HR, operations, Sales, Marketing and product development. I have utilised this cross-functional expertise to deliver technology solutions that add value to the company.

During my career, I have been part of company strategy (product, people, and revenue) and actively designed processes that have benefited the technical team and the entire company.

Technically I have handled all complexities of the LAMP/LEMP stack and mobile apps and complex data solutions that process 1TB of data in a few minutes. Some of the achievements include Indian first web analytics products (18 years back), internal marketing tools and ORM products.

In pandemic years I have successfully implemented an async way of engineering management with a team of 50+. I use a mix of scrum and lean in my people management and still experimenting with it.

I have seen the journey of startups from zero to 10M USD. Will love to be part of a startup journey from 10M to 100M USD.

## Experience



### Head of Technology

#### Wisdmlabs

Aug 2015 - Present (6 years 10 months +)

Wisdmlabs is India's biggest WordPress Company providing technology consulting and digital products to SMBs in the domain of e-commerce and eLearning

Improved technical talent recruitment by training interviewers and improvements like the scorecard

Reduced Communications escalations to almost zero in Technology Consulting by implementing the communication red Alert System which saved USD 10000 worth of refunds

Improved engineering capacity utilisation by 16% in the Technology consulting division by instituting systems for project scheduling

Improved quality and on-time delivery of tech solutions to clients through different QA initiatives and Product management initiatives

Started mobile app development department, which added revenue to the company from scratch

Boosted Employee Morale and psychological safety by starting processes like one-on-one calls

Created Industry-leading Products like RemUI (moodle), and Instructor Role (WordPress e-learning) by leading 20+ Products Teams with outcome-oriented product Processes



### Head of Technology

#### LYK

Aug 2014 - Aug 2015 (1 year 1 month)

Parents Concern created an app for parents to solve their academic, safety and psychological concerns digitally.

Designed, architected and delivered technology products across mobile and web platforms.

Manage budget, planning and resource management for all implementations.  
Responsible for participating in pre-sales strategic planning and demonstrating web/mobile based solutions to clients.  
Lead a team of 25+ to develop and deliver technology product in an agile way  
Introduced service based MVC architecture for the product  
Mentored team comprising of PHP, ruby on rails , android and ios developers  
Implemented continuous integration  
Implemented scrum process in the organisation



## Head of Technology

Manhattan Communications India Pvt. Ltd

Aug 2014 - Aug 2015 (1 year 1 month)

Manhattan Communications India Pvt. Ltd is India's biggest Marketing Agency for NRI reach.  
Lead a team of 10+ to develop and deliver technology products and manage clients across the globe  
Architected email marketing product using open source components  
Analysed digital media marketing and programmatic aspect. Selected white-label platform for the organisation. Spearheaded efforts to add Intelligence to the platform  
Started social media apps division  
Added usability consulting to the organisation's portfolio



## Vice President, Technology

Performics India

Nov 2009 - Jul 2014 (4 years 9 months)

Part of StarComMediaVest Group, one of India's premium internet marketing service providers. The first Search Engine Optimization firm in India, it helps businesses leverage the power of the internet through a combination of innovative solutions and cutting edge technology.

Support the organization's growth path, aiming to be a market leader through social media monitoring tool; IrisTrack. Manage budget, planning and resource management for all implementations.

Responsible for participating in pre-sales strategic planning and demonstrating web based solutions to clients. Entrusted with additional responsibility of managing creative team.

Lead a team of 27+ to develop and deliver technology products and manage clients across the globe  
Generate revenue worth INR 20+ lacs, contributing 5% to the total business through external web development division

Introduced new service offering based on website building based on open source technologies, designed QA and other processes for the same and generated monthly revenue of USD 5000+

Architected new social media platform "IrisTrack", pitched and targeted to drive the future revenue generation

Drive revenue generation by demonstrating products like Wordpress and Magento

Process Optimization and Efficiency

Designed and implemented agile methodology, reducing bottlenecks and improving efficiency of delivery

Introduced service request system; support portal to centralize every software request, requirement and bug, mapping ETAs and responsibilities for efficient troubleshooting

Defined and implemented quality assurance process for PHP based projects

Implemented Codeigniter (MVC based framework in PHP) to integrate all internal systems into one  
Team Received 5 "Star performer" awards, highest in the organization



## Software Architect

Performics India

Jun 2007 - Jan 2009 (1 year 8 months)

Architected internal systems and managed technical support of digital marketing activities.

Led team of 10 to architect and develop technology solution both for internal and external clients

Transformed small support team into business critical unit, handling external projects and becoming a revenue generating team from being a cost centre

Architected shopping cart product based on open source technologies

Developed Patient Management System (based on .Net technologies ) for a client

Crafted web based market place solution in construction domain based on open source, for US based client

Spearheaded organization's first ever recruitment drive in one of the top 5 engineering colleges of Mumbai university and recruited 8 candidates



## Freelance programmer

Performics India

Jan 2004 - Dec 2004 (1 year)

Architected India's first ever web analytics platform "HitzStat" , precursor to modern web analytics platforms; Google Analytics

Developed back end for SEO automation system, still being used for 600+ clients

Automated several activities in SEO process by developing various tools which saved time and money for start-up firm

## Education



### University of Mumbai

B.E, Information Technology

1999 - 2003



### Government Law College

Diploma In Cyber Law, Cyber Security, Law

2010 - 2011

## Licenses & Certifications



### Project Management Professional (PMP) - Project Management Institute

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### Chinese for Beginners - Coursera

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