

# PEENAK INAMDAR

Mobile: 603.283.8551, Email: [peenaki@bluequack.com](mailto:peenaki@bluequack.com),

LinkedIn: <https://www.linkedin.com/in/peenakinamdar/>

## SUMMARY

Software engineering director who can help your teams scale complex requirements to straightforward solutions.

## EXPERIENCE

Senior Director of Engineering, The Muse, October 2018 – July 2022

Responsibilities:

- Managed an engineering team of 16 with five direct reports, including multiple managers.
- Defined the technical strategy, team structure, and staffing to execute the product strategy.
- Rebuilt the team's agile processes in partnership with the product management team.
- Accountable for recruiting and hiring new openings in the engineering team.

Achievements:

- Rearchitected the .com site to a set of stateless web services (Next.js) powered by RESTful APIs (python and CraftCMS) from a Tornado-based monolithic application.
  - Migrated the application initially designed for Heroku to a distributed application hosted in AWS.
  - Reduced monthly AWS spend from \$20k to \$12k
- Directed rebuilding the client portal from a homegrown application framework to Django.
- Partnered with our head of product to realign the application efforts into three teams focused on growth, job marketplace mechanics, and client tools.
- Over that time, was able to:
  - Implement an experimentation strategy.
  - Increase readership to a company high of over 7 million monthly unique visitors from slightly over 5 million.
  - Saw a 90% growth in job applications by improving the site SEO and user conversion rates.
  - Launched a new onboarding tool and portal for clients, reducing client onboarding time by 60% while supporting account management retention objectives of over 90%.

Associate Director, Technology Management, Ogilvy, Inc, August 2017 – Oct 2018

- Led technology teams on campaign-based projects by working closely with creative leads and campaign producers to ensure successfully integrated and delivered projects.
- Directed 2-4 concurrent projects with teams of 2-5 technologists.
- Clients included: IBM (<https://www.ibm.com>), Lupus Foundation (<http://befiercetakecontrol.org/>), FEMA, and USAID.

Sr. Engineering Manager, Monetization, SoundCloud, May 2017 - July 2017

- Supported the NYC engineering team's wind-down and hand-off of all active development to Berlin.
- Led the Payments and Subscriptions team focused on the user acquisition funnel and user features on our mobile platforms, iOS and Android. Managed a group of 5 mobile engineers.
- Worked with product leads to organize and build a 3-month roadmap and identify and implement team process improvements, including surfacing and scheduling technical debt.

Engineering Manager - Pattern, Etsy, January 2017 - May 2017

- Partnered with product managers, designers, and engineers to prioritize, plan, staff, and schedule work.

- Co-managed a team of 11 full-stack developers with three direct reports.
- Led an initiative with the creative, product, and marketing leads to migrate specs to utilize more user-centric practices such as user stories.

#### Director of Engineering, Huge, Inc, August 2011 – January 2017

- Directed technology teams on client engagements by working closely with other leads to ensure successfully integrated and delivered projects. Served as the primary technical contact point for clients.
- Identified and managed third-party vendor relationships when designing software solutions.
- Achievements included developing a new engineer skills matrix for ongoing career development and goal setting, managing a new technologies lab, and creating a software architecture training course.
- Managed and mentored 20+ engineers across several disciplines, including client-side development (web and mobile), server-side development, DevOps, and quality assurance roles.
- Clients included: Walmart (<https://careers.walmart.com/>), Google (<https://blog.google> and <https://www.thinkwithgoogle.com>), and Royal Caribbean (<http://www.royalcaribbean.com>). Additional information is available upon request.

#### Solutions Architect, Wireless Generation, January 2009 – July 2011

- Software architect and technology subject matter expert (SME) for consultative engagements at a K-12 software and solutions firm.

#### Software Architect, McGraw-Hill Education, June 2004 – September 2008

- Architect for a suite of K-12 reporting products for The Grow Network business unit, which supported state-level educational assessment student reporting.

#### Software Developer, TradeCard, Inc., May 2001 – May 2004

- Worked as a developer on a web-based financial supply chain management application.

#### Software Developer, Quidnunc, Ltd., June 2000 – April 2001

- Worked as a developer on various client projects for a London-based software consultancy.

## EDUCATION

B.S. Computer Science, University of Rochester, received May 2000 with honors. Dean's List.  
Concentrations in Systems and AI. Additional coursework in Economics and Studio Arts (photography).

## PAPERS AND PRESENTATIONS

- [Introduction to Programming Robots with Huge](#), Creative Mornings, New York, NY, October 16<sup>th</sup>, 2015.
- [Introduction to Programming Robots](#), SXSW Interactive Festival 2015, Austin, TX, ([workshop accepted](#)).