

## ABOUT

Hi, I'm Nalin. I've spent over twenty years helping to build software, teams, and organizations. I'm at home as an individual contributor or behind a command line, but I'm better utilized in client facing roles. I'm great at dealing with stakeholders to triage feature requests, prioritize issues, and organize them into my team's workflow.

I've been self-employed in the consulting and small business space for five years and am seeking a transition to a more traditional position.

In my free time, I enjoy growing gigantic plants, manifesting ideas with 3d printers, metal and epoxy, traveling, and playing Legos with my son.

## KEY SKILLS

**Product Management:** Defined product vision, strategy, and roadmaps. Led full product lifecycle from ideation and design to launch and iteration.

**E-Commerce & Digital Strategy:** Built e-commerce optimized platforms, leading to significant revenue growth through targeted digital marketing, SEO, and customer experience enhancements.

**Customer-Centric Strategy:** Conducted in-depth market research and customer feedback analysis to refine product offerings, resulting in improved customer satisfaction and brand loyalty.




**Market Analysis & Product Innovation:** Identified emerging market trends and innovated new product lines (e.g. rare plant varieties), diversifying offerings and expanding market reach.

### Technical Skills:

- Agile & Scrum methodologies
- Product roadmapping & backlog prioritization
- A/B testing and user feedback analysis
- Proficiency in SQL, data analytics tools (Google Analytics), and project management software (Jira)
- E-commerce platforms (Shopify, Magento)

# NALIN SINGAPURI

## CONTACT

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## EXPERIENCE

### SELF-EMPLOYED

2019-present

E-commerce retail sales and consulting.

- Grew a series of side projects and personal interests into businesses grossing ~300k/yr, including a line of historic reproduction jewelry (BoneNE.com) and a rare plant nursery (Planty.Town).
- Led product development and lifecycle management for both businesses, from design and sourcing through distribution, achieving high customer retention and organic brand growth.
- Utilized data analytics to track KPIs (e.g., sales growth, customer acquisition costs, customer lifetime value), enabling informed decision-making that accelerated business growth and directed marketing efforts.

### REALPAGE INC.

2017-2018

Senior Manager Software Engineering (ActiveBuilding)

- Decreased average open dev escalations by 96%. Refocused product and developed processes to triage and handle customer-facing escalations quickly. This improved customer satisfaction and allowed my team to focus on roadmap items instead of fighting fires.
- Eliminated 10k/month in hosting costs. Executed infrastructure consolidation from cloud to hybrid on-premises model. 3-month project with 25 cross-department stakeholders moved and consolidated virtual machines, database servers, load balancers, and DNS.
- Rewrote a production system using modern tech. Stabilized and rearchitected a production product with 200k daily active users. My team transitioned resident portals from a PHP 5.6 ZF1 monolithic architecture to a PHP 7 Laravel microservice-based architecture.

## EDUCATION

### UNIVERSITY OF DENVER (2002)

BS Computer Science  
ALA Mathematics  
AFA Fine Arts

## PUBLICATIONS

Singapuri, Nalin. *Methods for Locating a Server via Visual and/or Audio Signaling*. IBM. 2016

Garrison, Albert. Singapuri, Nalin. *Method and System for Pre-Provision Testing of Hardware*. IBM. 2015

Thornberry, S. Singapuri, Nalin. *HipHop and Hack: PHP for Real World Applications*. Lone Star PHP. 2015-04-17

Singapuri, Nalin. *Very Casual Fridays*. SoftLayer (Blog Article). 2012

## EXPERIENCE

### IBM

2013-2017

Lead Software Engineer (Compute - Inventory/Operations)

- Reduced server provision times by 78%. Facilitated project touching 50 stakeholders across several departments and led a cross-functional team to investigate, prioritize, and eliminate provision inconsistencies and develop a fast provision product.
- Helped launch thirty-seven data centers. Owned the API endpoints and interfaces that tracked vendor orders, shipped hardware globally, scanned it into racks, powered it on, and made it ready for sale. My team provided technical sign-off around these processes for data center launches.

Previous: Advisory Software Engineer (2013-2015)

### SOFTLAYER

2011-2013

Software Engineer III

- Wrote and maintained a hardware abstraction layer to automate the provisioning and maintenance of data center servers.

Previous: Software Engineer II (2011-2012)

### SPEED COMMERCE

2009-2011

Senior Developer

- Automated imports of millions of items from JCPenney, Spencer's Gifts, Dress Barn, and Anchor Blue. Consulted with stakeholders and integrated with customer processes to onboard new clients around standardized XML data integrations.
- Designed pick scheduler. Augmented code for a live large warehouse environment to allow scheduled product packing and boxing.

### NEXTPRODIGY

2006-2009

Cofounder

- Secured over 1m angel and first-round investment from multiple investors.
- Created a functional prototype real estate search engine with an interactive map for viewing and searching residential property listings and comparables engine.
- Built data integrations with NTreis, Microsoft, and Google.

### NATIVE SUN COMMUNICATIONS

2002-2006

Internet Technology / Internet Marketing Manager

- Increased web sales by 350% to approx \$4M per year
- Employee of the month September 2006.