

KOUSHIK MANNA

Head of Engineering | Technology Leadership | Digital Transformation

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PROFESSIONAL SUMMARY

Engineering leader with 17+ years of experience building and scaling commerce platforms, modernising technology, and helping teams do their best work. I have led organisations of 50–60+ engineers across B2C, B2B, quick commerce, and omnichannel journeys, supporting platforms used by 30M+ customers and 17K+ sellers. My approach combines clear strategy with hands-on architectural thinking across cloud, microservices, mobile, POS, and API ecosystems. I enjoy bringing product, business, and engineering teams together, simplifying complex systems, and creating practical solutions that improve customer experience, operational efficiency, and business growth.

Value Proposition: *Helping organisations modernise commerce platforms, build strong engineering teams, and turn technology strategy into measurable customer and business outcomes.*

CORE COMPETENCIES

Executive Leadership: Engineering Leadership (60+ engineers) • Digital P&L & Budget Ownership • Workforce Planning & Organisational Design • Executive & Stakeholder Communication • Vendor Partnerships • Talent Development • Performance Management • OKRs & KPIs

Strategy & Transformation: Technology Strategy & Roadmaps • Digital & Agile Transformation • Change Leadership • Operational Excellence • Engineering Culture • Go-to-Market Alignment

Architecture & Engineering: TOGAF 9.1 • Enterprise & Solution Architecture • Reference Architecture • API & Integration Strategy • Architecture & Cloud Governance • Cloud-Native Microservices • DevSecOps & SDLC • Scalable Systems

Commerce & Platforms: Unified & Omnichannel Commerce • B2C, B2B & B2B2C • Marketplaces & Seller Ecosystems • Quick Commerce • Distributor Management • Commerce Platform Strategy • Search • CMS

TECHNICAL EXPERTISE

Programming & Frameworks: Java, Spring Boot, Node.js, PHP, Python, React.js, Vue.js, Svelte, Flutter, React Native, Express.js, Next.js, Fastify

Cloud & Infrastructure: AWS, GCP, Azure, IBM Cloud, Kubernetes, Docker

Databases: MongoDB, MySQL, PostgreSQL, Redis, DynamoDB, IBM DB2

Observability & Security: Dynatrace, Wiz, Firebase

DevOps & CI/CD: GitHub Workflows, Jenkins, Argo CD

Analytics & Experimentation: Amplitude, Firebase Analytics

Specialized Technologies: Vespa.ai, Elasticsearch, Drools Rule Engine, AI/ML Prompt Engineering, GraphQL Federation, RESTful Services, Magento

IMPACT AT A GLANCE

30M+ Customers Served	60+ Engineers Led	17K+ Sellers Scaled	\$2B+ Business Powered
70% POS Cost Reduction	3x Web Speed Gain	50% Dev Cost Saved	17+ Yrs Engineering Experience

Key metrics: 30M+ customers served • 60+ engineers led • 17K+ sellers scaled • \$2B+ business powered • 70% POS cost reduction • 3x web speed gain • 50% dev cost saved • 17+ years engineering experience

PROFESSIONAL EXPERIENCE

DECATHLON SPORTS INDIA PRIVATE LIMITED

Global sports retailer with 1,700+ stores across 70+ countries

Head of Unified Commerce | Senior Engineering Manager

May 2024 - Present | Bengaluru, India

Tech Stack: AWS, Java, Spring Boot, Node.js, Flutter, React.js, GCP, Kubernetes, MongoDB, Redis, Microservices, Wiz, Dynatrace, GitHub Workflows, Jenkins, Argo CD, Amplitude, Firebase

- Lead a team of **50+ engineers** across Web, Mobile, Desktop, and Microservices, with a strong focus on clear delivery rhythms, thoughtful performance conversations, and transparent career growth. This approach has contributed to a **20% reduction in operational costs** and **30% faster delivery** through practical use of AI-assisted workflows.
- Partner with teams to modernise the platform in ways that customers and engineers can feel. Key outcomes include **3x faster web performance** and **50% lower server costs** through the Svelte migration, **50% lower development costs** through the Flutter app relaunch, **70% lower deployment costs** through the Universal POS solution, and a **40% improvement in search performance**.
- Work closely with EU and APAC product and engineering teams on initiatives such as Warehouse Packaging Validation, the Unified B2B Journey, and the Quick Commerce launch, helping improve supply-chain operations and support sustainable omnichannel growth.
- Strengthened the engineering foundation by standardising CI/CD pipelines across GitHub Workflows, Jenkins, and Argo CD, and introducing practical DevSecOps and cloud-governance practices across AWS and GCP. Dynatrace APM and Wiz cloud security have helped teams respond to incidents faster and improve compliance.
- Mentor the QA and Program teams to strengthen delivery processes and adopt modern practices, including behaviour-driven development (BDD) and AI-assisted approaches across the SDLC and testing lifecycle, helping teams improve quality, collaboration, and speed.
- Encourage teams to use data as a shared decision-making tool through Amplitude and Firebase Analytics, supporting behavioural insights, funnel analysis, and experimentation. I also continue to refine team structures and resource planning so squads can work with greater clarity and ownership.
- Partner with Business and Product leadership on Digital P&L, executive reporting, and investment priorities, connecting engineering choices to go-to-market plans, customer needs, and long-term revenue impact.
- Guide the move from legacy systems to cloud-native architecture, with a focus on reliability and simplicity. Built high-availability scaling strategies for seasonal peaks and flash sales, helping the platform remain stable and responsive during the moments that matter most.
- Lead the development of a Vector Search and Recommendation Engine with **Vespa.ai** to make product discovery more relevant and personal. The solution combines semantic search, approximate nearest-neighbour retrieval, and multi-signal ranking to support stronger conversion and engagement across channels.

JIO PLATFORMS LIMITED

India's largest digital ecosystem serving 450M+ users

Group Manager, Engineering

Aug 2018 - May 2024 | Bengaluru, India

Tech Stack: Flutter, Node.js, GraphQL Federation, Microservices, GCP, MongoDB, Redis, Spring Boot

- Led **60+ engineers and multiple engineering managers** — instituting performance review frameworks, promotion criteria, delivery cadence, and organisational design principles that scaled engineering effectiveness across the Reliance ecosystem.
- Scaled **Ajio Seller Central to 17K+ sellers** and B2B storefronts (ajiobusiness.com) reaching 10M+ customers; delivered core technology powering **\$2B+ B2B & B2B2C Fashion & Lifestyle business** — No.1 in India — through agile transformation and operational excellence.
- **Served as Enterprise Architect** for the Distributor Management System (DMS) spanning FMCG, Medicine, and Retail verticals — applying SDLC governance, reference architecture, and change management to design scalable, unified distribution workflows.
- Delivered end-to-end **Ajio B2B platform suite** — Mobile Cataloging, Field Officer/Agents App, and B2B storefronts — including **B2B CMS** (personalized banners based on geo-boundary and interest), **AjioGram CMS back office**, **Seller Central Ads Management**, and **B2B Sales Events & Gamification** — owning a portfolio of 6 Flutter apps, 4 UI platforms, and a large microservices ecosystem aligned to go-to-market strategy.

- **Architected GraphQL Federation API Gateway**, significantly reducing latency and infrastructure costs while enabling unified data access across distributed services; drove cloud governance and platform strategy for high-growth business units.
- Drove **talent acquisition, executive reporting, and engineering vision** across high-growth business units — scaling teams, elevating engineering culture, and aligning technical strategy with business objectives organisation-wide.

GENERAL ELECTRIC (GE) - OIL & GAS

Senior Software Engineer

Jan 2017 - Jul 2018 | Bengaluru, India

Tech Stack: Node.js, Angular, PolymerJS, Elasticsearch, PrestoDB, GE Predix, WebRTC

- Architected mobile, Node.js, and UI applications for industrial IoT on GE Predix; built SWIRL dashboard-authoring framework using Angular & PolymerJS.
- Developed Node.js/Elasticsearch editor for PrestoDB enabling unified API + RDBMS querying; prototyped real-time live drawing on WebRTC video calls.

IBM INDIA PRIVATE LIMITED

Technical Lead

Apr 2012 - Dec 2016 | Bengaluru, India

Tech Stack: Node.js, Dojo, IBM Cloud, Angular, JavaScript, HTML5/CSS

- Led frontend architecture for **IBM Sales Chat** and delivered **TAP Award-winning Vacation Planner** on IBM Mobile First — recognised for innovation and technical excellence.
- Served as **IBM Cloud Explorer and JavaScript expert** — led Flex to Dojo UI migration across teams, delivered Watson API integrations, and led projects across AngularJS, IBM One UI, IBM Design System, and PHP.

SYMMETRIX SYSTEMS PRIVATE LIMITED

Web Developer

Mar 2009 - Apr 2012 | Kolkata, India

Tech Stack: PHP, MySQL, Zend MVC, Magento, WordPress, OSCommerce, WooCommerce

- Developed 50+ full-stack websites and 6 high-scale e-commerce stores using Magento, Zend MVC, OSCommerce, and WooCommerce; managed full project lifecycle including requirements, planning, and server administration.

EDUCATION & CERTIFICATIONS

- MCA, Manipal Jaipur University - 2024
- Enterprise Architect (TOGAF 9.1) - 2019
- BCA, Sikkim Manipal University - 2013
- Higher Secondary (STEM) - 2005

KEYWORDS

Unified Commerce • Omnichannel Retail • POS • Microservices • API Gateway • API Strategy • GraphQL Federation • Solution Architecture • Reference Architecture • Integration Architecture • Architecture Governance • Cloud Architecture • Cloud Governance • Kubernetes • B2C • B2B • Marketplaces • Seller Ecosystems • Digital Transformation • Platform Engineering • Platform Strategy • Engineering Culture • Organisational Design • Executive Reporting • Operational Excellence • Change Management • Agile Transformation • SDLC • DevSecOps • Technology Strategy • Flutter • Node.js • AWS • GCP • Azure • TOGAF • Enterprise Architecture • Agile • OKRs • KPIs • Performance Reviews • Promotion Frameworks • Delivery Cadence • Workforce Planning • Quick Commerce • MongoDB • PostgreSQL • Redis • DynamoDB • Spring Boot • Vue.js • Retail Technology • Marketplace Architecture • Dynatrace • Wiz • GitHub Workflows • Jenkins • Argo CD • Amplitude • Firebase • Digital P&L • Budget Ownership • Vendor Partnerships • Talent Development • Distributor Management • System Scaling • Engineering Strategy • Go-to-Market Alignment • Architecture Standards