Asif Maniar

Senior Engineering Manager | Platform & Product Systems
New Jersey (NY Metro) | US Citizen | Open to Remote
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SUMMARY

Senior engineering manager with 20 years of experience building and operating business-critical platforms in high-scale, cloud-native environments. Proven track record leading engineers to deliver reliable, customer-facing services while balancing product velocity, operational excellence, and long-term platform health. Experienced partnering with Product, Design, and cross-functional stakeholders to plan and execute multi-quarter roadmaps, guide technical decisions in distributed systems, and continuously improve engineering quality and reliability. Leadership style emphasizes trust, clear ownership, and sustainable execution.

CORE LEADERSHIP STRENGTHS

- Platform & Product Engineering Leadership
- People Management & Team Development
- Distributed Systems at Scale
- Developer Experience & Engineering Quality
- Operational Excellence & Reliability
- Cross-Functional Leadership (Product, Design, Analytics)
- Strategic Roadmapping & Execution

PROFESSIONAL EXPERIENCE

Amazon - Software Engineering Manager
New York, NY | August 2020 – Present

Measurement & Analytics Platform – Physical Store Advertising

- Lead an engineering team responsible for backend platforms used by product, analytics, and business stakeholders across Physical Store Advertising.
- Own measurement, attribution, and analytics services that process and publish millions of daily events, enabling advertisers to understand and optimize real-world campaign performance.
- Partner closely with Product and Analytics to define quarterly priorities, success metrics, and delivery plans, and drive consistent execution against roadmap commitments.
- Drive technical decisions in a distributed, service-oriented architecture, balancing scalability, latency, data correctness, and operational cost.
- Establish and evolve operational practices including on-call health, incident response, monitoring, and post-incident reviews to improve reliability and developer confidence.

Personalization Platform - Amazon.com

Built and led a new team within Amazon's Personalization organization, launching a global omni-channel platform supporting personalized customer experiences. Scaled the service to six international markets, handling billions of impressions per month, while partnering with privacy and compliance teams to ensure data governance and regulatory alignment.

People & Org Leadership

- Hire, mentor, and develop engineers and engineering managers; build clear growth paths, succession plans, and performance cultures.
- Set clear expectations and feedback mechanisms to support consistent execution and team growth.

Casebook PBC - Director of Engineering
New York, NY | Jan 2019 – Aug 2020
- Led engineering for a cloud-native SaaS platform serving government and nonprofit human services organizations.
- Managed multiple product engineering teams delivering secure, highly available systems in a regulated domain.

- Partnered directly with founders, product, and customers to translate business needs into scalable technical solutions.
- Oversaw architecture across Java/Spring Boot, PostgreSQL, Kafka, Elasticsearch, Kubernetes, and AWS.
- Reduced infrastructure costs by ~20% ($200K annually) while maintaining reliability and performance.

Mirum Agency - Regional Technology Director

Dubai, UAE | March 2018 – December 2018

Led regional technology delivery and advised enterprise clients on platform architecture, cloud strategy, and large-scale digital programs across the Middle East.

Publicis Groupe - VP/Director/Architect

New York, NY | 2005 – 2018
- Progressively promoted over 13 years into senior leadership roles.
- Led large, distributed teams delivering enterprise-scale digital platforms for global clients.
- Owned delivery of multi-million dollar programs spanning e-commerce, marketing platforms, data integration, and cloud modernization.
- Served as a trusted advisor to executive stakeholders on technology strategy, platform scalability, and risk management.

TECHNOLOGY & PLATFORM EXPERIENCE (SELECTED)

- **Languages & Platforms:** Java, Python; cloud-native backend platforms
- **Data & Storage:** PostgreSQL, MySQL, Redis, Kafka, Elasticsearch, Redshift
- **Cloud & Infra:** AWS (extensive), Kubernetes, Docker, CI/CD
- **Architecture:** Distributed systems, event-driven architectures, data pipelines, platform services
- **Emerging AI:** GenAI and LLM-based systems (applied at platform and leadership level), including RAG pipelines, agentic workflows, and production safety considerations

EDUCATION & CERTIFICATIONS

- **M.S., Computer Science** - SUNY Binghamton
- **B.E., Electronics Engineering** - University of Mumbai
- **AWS Certified Solutions Architect - Professional**