ASIF MANIAR

New York, NY
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SOFTWARE ENGINEERING MANAGER - AMAZON
People Management | Technical Leadership | Product Engineering

Engineering leader with over 19 years of experience in software design, operational excellence, security, and strategic planning within fast-paced, global environments. Known for building and leading high-performing, cross-functional engineering teams that deliver large-scale, high-impact projects. Skilled in fostering a culture of innovation, agility, and continuous improvement, I excel in executing complex initiatives that drive measurable business outcomes and enhance customer experiences.

SELECTED HIGHLIGHTS

- **Scaled Ad Performance Measurement**: Manage measurements & analytics team within Amazon Ads, integrating ad playback signals from 550+ Amazon physical stores into the ad backbone. This enabled advertisers to track ad performance metrics across 13,000+ screens, significantly enhancing Ad delivery and optimization.
- **Founded and Expanded a High-Impact Personalization Team**: Established a new team within Amazon's personalization organization, launching a novel service leveraging billions of data records to deliver highly personalized campaigns to millions of customers. Additionally, led an SVP-level initiative to globalize Amazon's middle-mile marketing platform, expanding to two regions and supporting campaign execution across six new Amazon websites. This success led to a 167% team growth, from 6 to 16 engineers, to support scaling demands.
- **Directed Large-Scale Data Center Migration**: Oversaw the complex migration of Amazon.CN homepage infrastructure from China to a U.S. data center, coordinating with multiple teams to enhance regional flexibility. The successful migration laid a scalable foundation for future region flexibility initiatives.
- **Launched SaaS Product from Ground Up**: At Casebook, a human services startup, led a team of software architects and engineers to build and launch a SaaS offering within a year, onboarding 30+ new customers within the first six months post-launch and positioning the product as a leading solution in its sector.
- **Strong Academic and Technical Foundation**: Hold a Master's degree in Computer Science from SUNY Binghamton and multiple tech certifications, ensuring a well-rounded approach to engineering management focused on high-quality, timely delivery.

CORE COMPETENCIES

- System Design	- Project Management	- Technical Leadership
- Cloud Computing	- Security	- Product Strategy
- Operational Excellence	- Big data, ML, GenAI	- People Management

PROFESSIONAL EXPERIENCE

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

As an Engineering Leader at Amazon, I have led two high-impact teams within the Personalization and Advertising organizations, building scalable platforms that leverage advanced data signals to enhance and measure advertising and marketing campaigns across multiple channels. My teams' work has powered systems capable of handling billions of monthly impressions and delivering personalized experiences to millions of customers. Key Responsibilities and Achievements:

- **Strategy and Innovation**: Defined and implemented the technical direction and strategy for both teams, driving initiatives to enhance system scalability, performance, and personalization. Identified high-impact improvements and introduced best practices that accelerated delivery timelines and improved system robustness.
- **Cross-functional Collaboration and Alignment**: Partnered closely with stakeholders, customers, and cross-functional leaders to align on strategic goals, prioritize initiatives, and ensure seamless delivery of high-quality, scalable solutions. Played a key role in coordinating efforts across teams to meet business objectives.
- **Team Leadership and Development**: Built and nurtured high-performing engineering teams through hiring, coaching, and career development. Established a culture of continuous improvement and innovation, regularly providing feedback and addressing performance issues to maintain a high standard of excellence.
- **Impactful Platform Development**:
  - **Personalization Team**: Led the creation of a personalization platform that leverages data from multiple channels to deliver tailored marketing campaigns, increasing customer engagement and relevance.
  - **Advertising Team**: Directed the development of an ad measurement platform that integrates signals from digital screens across 550+ Amazon stores, enabling advertisers to track real-time performance on over 13,000 screens and optimize ad strategies effectively.

Casebook PBC | Director of Engineering | New York, NY | January 2019 – August 2020

Led software design and engineering of Casebook's Human Services Platform. Oversee and mentor the onshore and offshore engineering team. The SaaS platform was built on cloud-native distributed architecture principles leveraging Java Spring Boot, Postgres, GraphQL, Kafka, Elasticsearch, React, Kubernetes and AWS cloud among other technologies.

- Hire, mentor and manage the engineering team.
- Coordinated 4 different product engineering teams to plan, build, deploy and monitor cloud native services with focus on scale, performance, operations, security and cost optimization.
- Audited legacy hosting infrastructure and reduced costs by 20% (200K/year) while maintaining high availability and performance.

Mirum Agency | Regional Technology Director | Dubai, UAE | March 2018 – December 2018

As Head of Technology, responsible for the company's technology roadmap, staffing & overseeing the tech team. Advised and managed clients and oversaw delivery of projects including CMS, systems integrations, cloud strategy, software architecture & marketing technology.

Publicis Groupe | New York, NY | 2005 – 2018
Multiple Roles: VP/Director | Architect | Software Engineer

Promoted several times with exceptional 13-year tenure to provide leadership as a senior member of the engineering team, directing oversee the delivery of multimillion-dollar engagements. Train, lead, coach and mentor onsite and remote tech teams. Delivered a wide array of projects ranging from platform-based multilingual and e-commerce sites to custom web and mobile apps.

Additional Experience

TEAM5 Corporation | New York, NY | 2004 – 2005 | Software Engineer

TECHNICAL SKILLS	
Frameworks	Java, Python, .NET, Node, PHP, JS, Angular, React, GraphQL, Spring
Data	Relational, NoSQL, Document DB, KV Stores, Search Engines, Data processing and streaming
Project Management	Jira, Asana, MS Project, Smartsheet
Search	Lucene, Solr, Elasticsearch
Cloud Platforms	AWS, Azure, GCP
Certifications	AWS Certified Solutions Architect - Professional, MCPD

EDUCATION

The State University of New York at Binghamton
Master of Science, Computer Science (2004)

University of Mumbai
Bachelor of Engineering, Electronics (2002)