

Aackose Mentu Lal

Sr. Principal Architect (Cloud, Martech, Product Management)

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PROFESSIONAL SUMMARY

I'm a Senior Principal Architect with over **17 years** of experience building **Enterprise-scale Architecture, Distributed Computing, Microservices, Big Data Analytics, Campaign Operations and Cloud Infrastructure solutions**. Over a decade, I have cultivated a profound understanding while collaborating with **Business Leadership** within esteemed Fortune 100 enterprises. My core strengths are in **Portfolio Management**, Program Leadership, **Strategy Charters**, Campaign Management, **Business Architecture, Integration Architecture**, Technical Evangelism, **Design Thinking**, and **UX Designs** with exposure to Healthcare, Banking & Financial, Retail, CPG, and Manufacturing domains.

WORK EXPERIENCE

Sr. Principal Architect - GE HealthCare

| Apr 2021 – Present

- Architect a purpose-driven Integration Design on Microsoft Azure for the **Martech Ecosystem** with a **strong Taxonomy** to manage and simplify the day-to-day operations of a Marketer.
- **Built, Managed, and Mentored a Star Performing Team** of Business Analyst, Lead Architects, Lead Developers, and QA leads who worked closely with the **Marketing and Communications Leadership**
- **Design and Model Process and procedures** for 24x5 Functional Support Team for the **Client Marketing & Communications Leadership**
- Helped Reduce Bounce Rate by 50% and **Page Load Times by 60%** on Marketing web properties
- Helped **Improve Campaign Manager Productivity by 80%** and **Content Compliance by 60%**
- Design & Implement a **Content Marketing Platform called One Content Ecosystem - a large-scale Global Marketing Org Initiative**, that facilitates the **orchestration of day-to-day Marketing Ops** with Sales Enablement (**Showpad**), Campaign Management (**Marketo**), Asset Management (**Widen**), CRM (**Salesforce**), CMS (**Sitecore, AEM**), Legal, Regulatory and Compliance systems (**Veeva PromoMats**), SEO (**Conductor**), Tag Management (**Adobe Launch**), Analytics (**Adobe Analytics**) whereby improve Searchability, Compliance and other Content Performance & Production metrics
- Conduct **Technology Adoption Reviews** and POV studies on Technology investment areas
- **Finalist in Hackathon** for developing an **ML-based Prediction Model for Liver Diseases**
- Adopt and **Migrate from Tray.io to High Availability Azure Middleware** leveraging resources like Azure Functions, Logic Apps, APIM, Cosmos DB, Storage Accounts, Key Vaults, App Insights, and NLBs
- **Ownership of Press Release Migration** from GE Corporate to GEHC during GE Corporate spin-off
- Architect, Develop & Deploy a **Microsoft Power BI** based Marketing Compliance Dashboard that measures Web Content and digital Assets **compliance percentages** based on Medical, Legal & Regulatory Reviews
- Architect & Develop AWS solutions adhering to **AWS China Region Compliance & Regulations**
- Architect **CDP solutions** to centralize Data Storage, Cleansing, and Enrichment
- Develop **ARM-based Deployment Scripts** to automate CI/CD Pipelines.
- Consulting member in **Client's Enterprise Architecture Group**

Keywords: Optimizely CMP, Github, Azure Resources (Functions, Logic Apps, APIM, LBs, App Insights, Key Vaults, Cosmos DB, Storage Accounts, SQL), Tray.io, Conductor, Microsoft Power BI, AWS Workloads (EC2, Lambda, Container Services, IAM), Sitecore 10.2, Showpad, Veeva, Widen, WordPress, AEM, Adobe Launch, Adobe Analytics, AEM Assets, Marketo, Salesforce, NRich, CDP, Jenkins, Github Actions, C#, Power Query ReactJS, .Net, JavaScript, ARM, PowerShell, Groovy Scripts

Skills: Portfolio Management, Client Relationship, Product Management, Team Management, Marketing Content Ops, Campaign Ops, API Management and Integrations, Data Analysis, Taxonomy Design, Compliance Management, SDLC Management and Process Modeling & Optimizations, iPaaS Migration, Content Migration

Principal Architect - AMETEK

| Apr 2017 – Mar 2021

- Built, Managed, and Mentored a 30 member **Strong Offshore Team** of Project Managers, Business Analysts, Lead Architects, Tech Leads, Developers, and QA Leads

- Conduct Reviews on Technical Design Artifacts (HLD, LLD) and Development Code
- Develop **Design Systems** to enhance **Front-End Technology and UX** of **Marketing web properties**
- Design & Architect solutions for **Sitecore CMS** Integrations and Migrations for **Global Marketers**
- Support and Manage **IT Portfolio across various Client Business Units** including various domains like Nuclear Devices, High-Speed Cameras, Industrial Parts & Accessories
- Conduct **Technical Design Walkthroughs and Technology Roadshows** for Client IT Leadership
- Provide **Technical Consulting Support** to the Client Leadership for their **Board Meetings**.
- Helped Improve UI & UX by leveraging **Design Systems** and Reduce Web Content **Bounce Rate by 40%**
- Conduct SEO Study and **deliver Cookbook on SEO Guidelines** for Content Marketing Assets
- Design and Model Complex Integration Solutions in **UML Models and ArchiMate**
- Implement **Identity Management Solutions** with CMS for AuthN and AuthZ business use cases.
- Develop PowerShell-based Deployment Scripts to **automate CMS Deployments**.

Keywords: Sitecore 8.1, WordPress, Salesforce, Pardot, Showpad, SOLR, SourceGear, C#, ReactJS, .Net, JavaScript, PowerShell, Octopus Deploy

Skills: Program Management, Client Relationship Management, Product Management, Team Management, Marketing Ops, Data Analysis, Taxonomy Design, Process Optimization, Technical Artifact Reviews, Code Development and Code Deployment

Solution Architect - Synovus

| Jan 2014 – Mar 2017

- Architect and Solution Implementation of Marketing Portal on CMS leveraging MVC
- Manage a 20 member Offshore **Team** of Business Analysts, Tech Leads, Developers and QA Leads
- Define & Setup **Frameworks, Patterns, Practices, and Principles** as foundation elements for the team
- Leverage **Agile methodology** with Pre Grooming, Grooming, Sprint Planning, daily scrum meetings, Standup, Retro & demo to the client/business owner at the end of the sprint.
- Develop Templates, Layouts, Renderings, Placeholders, Content and Data
- Integrate with 3rd Party APIs leveraging API gateways against OAuth Protocols
- Conduct **Technical Design Walkthroughs** for Client IT Leadership
- Design, Mock, and Develop an **Intranet Portal Concept** that was presented and accepted by the CXO community
- Provide **Technical Consulting Support** to the Client Leadership.
- Helped Improve UI & UX designs of Client's Web Properties
- Integrate with Active Directory for CMS Authentication
- Design & Implement **Search Integration** with SOLR and conduct **POV studies** with providers like Coveo
- Develop PowerShell-based Deployment Scripts to **automate CMS Deployments**.

Keywords: SharePoint, Sitecore, TFS, SOLR, Coveo, AD, TFS, C#, .Net, JavaScript, PowerShell

Skills: Team Management, Client Relationship Management, Technical Artifact Reviews, Code Development and Code Deployment

Technical Consultant - Proctor & Gamble

| Jun 2013 – Dec 2013

- Design & Architect for **SharePoint 2013 integration** with Intranet Systems viz. Claims Manager, GPDB and PLM with **TIBCO** as the middleware and **IRIS** as the reference repository.
- Design, Develop & Integrate **Amazon Buy Now** button for Braun and Oral-B marketing web properties
- Design & Develop Integrations with **Amazon AWS** leveraging **OAuth & OData queries**
- Design & Develop seamless integration with **Channel Intelligence** APIs for Channel Partners
- Define **Problem Statements**, Conduct **Requirement Gathering** and Technical **Design Walkthrough Sessions**
- Co-ordinate with **Offshore Team** for the **Design Overviews, Development, and Deployment** activities
- Extend OOTB webparts in SharePoint 2013
- Design & Develop Integrations with existing **Java Applications**

Keywords: SharePoint 2013, Sitecore, TIBCO, IRIS, WordPress, SharePoint, Amazon AWS, API Gateway, C#, .Net, Channel Intelligence, Intranet Applications

Skills: API Integration, API Management, Technical Artifact Definition, Code Development and Code Deployment, PLM, Supply Chain Design, Intranet App and Application Integrations

Technical Lead - adidas

| Sep 2011 – May 2013

- Develop Web Components for **Intranet Portal** hosted on **SharePoint 2010 Platform**
- Hosting SP Webparts, Developing WCF Service, working on client-side scripting and REST based service calls, migration of specific modules to SP 2013 as Apps, HLD & LLD, Deployments, Bug Tracking, Leading a team, Overall front-end development
- Develop **UI/UX Branding** for the Portal including MySite Customizations based on Visual Designs for the **Global Marketing Group**
- Design & Develop **Custom Automation Tool** to create Workspaces with basic Approval Workflow
- Design & Develop **Content Aggregation** Components **integrating with 3rd Party Apps** like Facebook, Twitter, Yahoo Weather and Google Map
- Design & Develop **Silverlight based App** for Body & Foot measurement of Athletes
- Design & Develop SVG based **Trend Radar Component** that plots a graph of Technology Trends for Leadership to analyze trends based on their date of relevance, need for awareness, Category and segments
- **Lead a Technical Team** of Developers to build components and integrations
- Design & Develop **SSRS Reports** for Store Admins to view and filter store specific data

Keywords: SharePoint 2010, PowerShell Scripts, C#, .Net, jQuery, RaphaelJS, Silverlight, Adobe PhotoShop, SSRS, SQL, Intranet Applications

Skills: AJAX Development, Social Media API Integration, Technical Artifact Definition, Code Development, Intranet App Development and Application Integrations, Reporting Services, Database Performance Analysis

Module Lead - Unilever

| May 2011 – Aug 2011

- Design & Developing Admin Modules leveraging **jQuery** as Front-end Technology
- Develop SharePoint webparts based on **SharePoint Search Services**.
- Develop **Asynchronous Data Queries** to SharePoint Lists and Libraries.
- Develop **UI/UX Branding** for the SharePoint Web Components based on Visual Designs

Keywords: SharePoint 2010, PowerShell Scripts, C#, jQuery, Intranet Applications

Skills: AJAX Development, Technical Artifact Definition, Code Development, Intranet App Development

Module Lead - Family Dollar

| Mar 2011 – Apr 2011

- Develop a **Branding Website** on SharePoint 2010
- Setup **SSRS Reports** for the Company Store Portal
- Perform Database Performance Tuning activities to improve SQL query performances

Keywords: SharePoint 2010, PowerShell Scripts, SSRS, SQL, C#, jQuery, Intranet Applications

Skills: AJAX Development, Technical Artifact Definition, Code Development, Intranet App Development, Database Performance Analysis

Module Lead - Logical Design Solutions Inc.

| Dec 2010 – Mar 2011

- Develop a Branding Website under MOSS 2007
- Setup Wireframes, Master Pages, Page Layouts and Webparts
- Perform Design Documentation, Release Management & Deployment activities

Keywords: MOSS 2007, SP Designer, PowerShell Scripts, C#, jQuery, Intranet Applications

Skills: AJAX Development, Technical Artifact Definition, Code Development, Intranet App Development, Deployment & Release Management

Sr. Software Engineer - Realogy

| Oct 2010 – Dec 2010

- Implement enhancements for Incident Management, Requirements Management, Build & Source Code Management and Test Case Management on **TFS 2010** leveraging **TFS SDK**
- Design & Develop **services on WCF & Windows** integrating with 3rd Party Support Apps
- Participate & Support **TFS Upgrade** from 2008 to 2010
- Develop **Build Definitions** for .Net Code Builds & Deployments

- **Configuring SharePoint Portal** to manage Project Processes
- Prepare **Business Requirement** Document and **Design Document**

Keywords: SharePoint, TFS SDK, .Net, SQL, C#, jQuery, TFS, Enterprise Library

Skills: Technical Artifact Definition, Code Development, Deployment & Release Management Activities

Sr. Software Engineer - Arise Starmatic Inc.

| *Sep 2009 – Sep 2010*

- Design, Develop & Release components for **.Net 3.5 based** Timeslot Bidding Portal for Certified Professionals
- Develop **UI/UX Branding** based on Visual Designs

Keywords: .Net, SQL, C#, jQuery, TFS, Enterprise Library

Skills: AJAX Development, Technical Artifact Definition, Code Development, Deployment & Release Management Activities

Sr. Software Engineer - Dutch Government

| *Mar 2008 – Aug 2009*

- Develop & Deploy **SharePoint** Components for Dutch Government Tax and Benefit Registration Portal
- Conduct Requirements Gathering Sessions, Low-Level Designs, Coding, and Unit Testing
- Develop **UI/UX Branding** for the SharePoint Web Components based on Visual Designs

Keywords: MOSS 2007, PowerShell Scripts, SQL, C#, jQuery, Intranet Applications

Skills: MOSS Development, Technical Artifact Definition, Code Development, Intranet App Development, Deployment & Release Management Activities

Software Engineer - Imperial Tobacco Group

| *Sep 2007 – Mar 2008*

- Design & Develop **Complex Macros for Excel** to calculate Business Transactions Metrics
- Develop **Data Import & Export Feature** on .Net Application

Keywords: Microsoft Excel, C#, .Net, SQL

Skills: Macro Development, .Net Development, Team Building, Account Level Event Management

AWARDS & ACHIEVEMENTS

Mindtree Legend Pillar Award for Top 1% Performers in the Company

Mindtree Change Agent Award

Miscellaneous Awards (multiple instances of Team Spot Awards, Individual Spot Awards, Pat on the Back Award, 10/10 Award, Outstanding Performer Award, A-Team Award)

Finalist in the Mindtree Hackathon Event (ML-based Liver Disease Diagnosis)

Consistent Outstanding Performer Appraisals from my Managers since the beginning of my career

Guest Speaker at Cochin University of Science & Technology (Brand Building for eCommerce)

CERTIFICATIONS

AWS Partner Accreditation (Technical & Sales) Certified

Azure Certified

Sitecore Certified Developer

SharePoint Certified

EDUCATION

Post Graduate Diploma in Business Management | Narsee Monjee Institute of Management Studies [3.5/4 CGPA]

Bachelors in Electronics & Communications Engineering | Model Engineering College, Kerala [University Top 10]

High School | Bhavan's Vidya Mandir, Elamakkara [92%]

VISA STATUS

US H1B VISA [Valid Till: Jul 2025]

HOBBIES & INTEREST

Entrepreneurship, Tennis, eCommerce, Film making, Creative Design, Public Speaking, Event Coordinator, Mentoring, Electronics, Technology, Community Events, Volunteer Work