

Neeraj Sinha

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ENGINEERING HEAD | PRODUCT & PLATFORM ENGINEERING | DIGITAL TRANSFORMATION

PROFESSIONAL SUMMARY

Senior engineering leader with 23+ years in software engineering across services and product environments, including 15+ years in senior engineering leadership roles. Builds and scales high-performing, multi-disciplinary engineering teams that design, build and run cloud-native, microservices-based and SaaS products for global clients. Drives engineering excellence, solution architecture, SDLC governance, DevOps and automation while partnering directly with customers and executives to define product vision, technology roadmaps and modernisation strategies. Acts as a trusted technical adviser in client-facing discussions, translating business priorities into secure, scalable and high-impact digital platforms.

CORE SKILLS & TECHNOLOGIES

Engineering Leadership & Delivery

- Product and platform engineering leadership (services and product start-up)
- Global delivery across US, UK, Europe (DACH), AU and India
- P&L ownership, multi-million-dollar budgets and financial optimisation
- Senior stakeholder management and customer-facing communication up to C-suite
- Solution architecture, technical governance and roadmap ownership

Modern Engineering Practices

- Cloud-native architectures, microservices, containerisation, Docker
- DevOps and CI/CD pipelines across AWS, GCP and Azure environments
- Test automation and SDLC governance for web and CXM platforms using Cypress and Selenium
- Observability and operational excellence for 24x5 / 24x7 services using CA NSM, Grafana, New Relic
- AI-enabled solutions, automation and early generative-AI and Agentic-AI strategies

Technology Stack

- Languages & frameworks: Java, PHP, .Net, Python, SQL, NoSQL, microservices
- Cloud & infrastructure: AWS, GCP, Azure, containerisation, CI/CD, DevOps toolchains
- Digital experience & CXM: Adobe Experience Manager, Sitecore, Drupal, other CMS, CRM applications, CXM platforms

Organisation & Talent Leadership

- Zero-to-one capability and CoE build-outs (CXM, Open Source, CMS, SharePoint/WSS/MOSS)
- Scaling teams from 0 to 180+ FTEs, leading multi-site teams of 50+
- Building engineering culture focused on code quality, ownership and continuous improvement
- Hiring, mentoring, career paths, capability development and performance management

PROFESSIONAL EXPERIENCE

Head – eCommerce Technology (General Manager)

Lumina Datamatics

May 2024 – Aug 2025

Technology head for the eCommerce division, responsible for the technology landscape, architecture and successful delivery of multiple programmes for Lumina and its clients.

- Establish governance and compliance frameworks to ensure effective budget utilisation, vendor compliance and disciplined execution, improving predictability and financial control across programmes.
- Build and scale in-house delivery capabilities to reduce third-party dependency, deepen product ownership and accelerate delivery of eCommerce solutions, ultimately phasing out vendors for longer term recruitments.
- Collaborate with C-suite senior business and IT stakeholders to prioritise initiatives, manage programme risks and align engineering roadmaps with enterprise-wide transformation goals.
- Lead architecture and build of COSMOS, a microservices-based, no-code SaaS platform for eCommerce tools (Content Moderation, Competitor Intelligence, Product Matching, Duplicate Product Identification, Dashboarding, Workforce Management, Resource Forecasting and others), improving time-to-market for new capabilities.

Director – Experience & Commerce (Senior Manager)

Merkle (Merkle GDS – Offshore Delivery Centre, part of Dentsu)

Apr 2020 – May 2024

Led the Experience & Commerce practice, establishing CXM delivery capability and heading a 180+-member engineering organisation delivering CXM solutions for global clients across US, UK, DACH and AU.

- Established CXM delivery capability for Merkle GDS from scratch, defining delivery models, engineering standards and processes, and owning delivery for Adobe, Sitecore, Drupal and related platforms.
- Scaled the team from 0 to 180+ in 18 months and subsequently to 180+ FTEs, generating approximately \$6.7M annual revenue at an average margin of 51%, and maintaining platinum partnerships with Adobe, Sitecore and Acquia.
- Built and governed CoEs for AEM, Sitecore, Drupal, QA and Content Authoring, standardising best practices and improving delivery quality and reuse across engagements. [add % defect / rework reduction]

- Owned a \$6.7M P&L and negotiated contracts and rates with consulting firms and vendors, delivering substantial cost efficiencies for clients and the organisation.
- Acted as senior technical point of contact for global clients, contributing to RFP responses, solution scoping, effort estimation and roadmap planning, and participating in client workshops and assessments.

Head of Technology

ScoutMyTrip Pvt. Ltd., Mumbai, India

Jul 2017 – Apr 2020

Owned technology strategy and product engineering for an award-winning travel-tech start-up, covering architecture, roadmap and execution for the entire product portfolio.

- Directed comprehensive product roadmaps to keep the platform at the forefront of travel-tech, with strong focus on user experience and rapid iteration.
- Developed and implemented an AI-enabled chatbot to automate common user queries and interactions, improving responsiveness and reducing manual support workload.
- Implemented analytics across systems to understand user journeys and behaviour, using insights to streamline flows and improve engagement.
- Built in-house product development capability, reducing IT costs by 48.5% and delivering nine products in under two years with revenue growth of more than \$350k.
- Negotiated with startup teams at Google, AWS and other providers to secure over \$150k in credits, covering IT infrastructure and software licensing costs for three years.

Delivery Manager – Application Portfolio Management

Steria India Ltd. (now part of Sopra Steria)

Jun 2004 – Jul 2017

Service Delivery Leader for Application Portfolio Management, driving the Industrialisation Governance Programme across India and UK, and leading a multi-location team of 50+ across multiple domains and technologies.

- Handled P&L for an account with an annual budget of approximately GBP 750k in 2016–2017, delivering services within budget and agreed SLAs.
- Transitioned projects and services from onshore to offshore as managed services for a major pharmacy client, two large retail clients and one utilities client, including a complete data-centre migration and setup.
- Implemented ITIL best practices by producing an umbrella Service Definition Document, Business Continuity Management plan, Change Management plan and establishing a Change Advisory Board for applications.
- Led numerous successful business and technology POCs for private and institutional customers, including a flagship win with Northern Ireland Water Services valued at approximately GBP 70M.
- Delivered year-on-year cost savings of 20–30% for three consecutive years through process optimisation, shared services and industrialisation.

- Established CMS CoE (MediaSurface/Morello, CQ5, WSS, Typo3, Joomla), Open Source capability and WSS/MOSS practices for Steria India in coordination with Microsoft and partner vendors.
- Set up 24×5 and then 24×7 system administration operations for Xansa (India), improving availability and support for global clients, and created the organisation's web accessibility proposition aligned to UK DDA and US Section 504 based on WCAG AAA.

Team Lead – Web & Open Source

William Software & Technology Pvt. Ltd.

Jul 2002 – Jun 2004

Led the Web and Open-Source portfolio, designing, developing and implementing web portals and applications to meet customer needs.

- Gathered and analysed client requirements, translating them into scalable architecture and implementation plans using open-source and web technologies.
- Drove architecture and development of web applications and portals that contributed to more than 45% of the organisation's revenue.
- Designed and developed Elevato 1.0, the company's best-selling Java-based thick-client application for AMC-related record keeping and maintenance.

EDUCATION

Master of Computer Applications (MCA) – 2002

IGNOU, New Delhi

Bachelor of Arts (Public Administration) – 1996

Osmania University, Hyderabad

CERTIFICATIONS

- Certified Scrum Master, Scrum Alliance
- Scrum Fundamental Certified, Scrum Study
- Six Sigma Yellow Belt
- ITIL v3 Foundation, EXIN

AWARDS & RECOGNITION

- Golden Pyramid Award (GPA), 2022 – recognised for excellence in team ramp-up and people management.
- Business Leadership Award, 2021 – for exceptional programme management and successful project deliveries.
- Maharashtra Startup Week Winner, 2019 – Maharashtra State Innovation Society.
- Conquest 2019 Winner – Centre for Entrepreneurial Leadership, BITS Pilani.