

SOUMEN BASU

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SUMMARY

Soumen is an Engineer and Leader who has: revamped Workspace subscriptions and Payments at Google, launched payment instruments and platforms in Japan and India for Amazon, and led the AI and AdTech teams at a unicorn, Amagi. Soumen has over 25 years of experience, with experience in reliably delivering business value while navigating organizational and technical complexity. He has extensive leadership expertise in project management, stakeholder management and cross team collaboration.

EXPERIENCE

Engineering Simplified

Engineering for startups that are starting out, or that are scaling up, or anyone looking to set up or improve engineering practices.

2024-06 - 2025-04

Bangalore, India

Amagi Media Labs

Vice President, Product Development (Machine Learning & Monetization)

2022-04 - 2024-06

Bangalore, India

Led the AdTech Division at Amagi, and also led the cross company AI/ML team.

- Improved pod fill rate, introduced dynamic brand insertion as head of the AdTech Division (Responsible for content monetization via Amagi THUNDERSTORM. (~40 people))
- Introduced new capabilities for supporting News and Interviews for ad break segmentation, standardized deployment pipeline for AI/ML features as head of the cross company AI/ML team. (Responsible for semantic data extraction from video content. (~12 people))

[ML] Doubled the ML team at Amagi, (*from 4 to ~10 people*), delivering new capabilities and stabilizing features in production.

[MI] Developed solutions for scene detection for new video formats (interviews, news) providing semantic scene break detection for ad insertion.

[ML] Delivered Zone Analysis & Prediction for Dynamic Ad Insertion. Near real time video processing for identifying safe zones for dynamic ad overlays on content.

[Platform] Reduced Costs using Internal Cloud API for Media Operations. Launched APIs for fundamental media processing, to standardize ingestion and asset processing. These API led to 30% reduction in costs for Amagi CLOUDPORT, replacing external tools with in house video processing capabilities.

[AdTech] Reduced time to launch new channels by refactoring onboarding processes for management of dynamic ad insertion in video.

[AdTech] POD Split For Improved Render Rates ~15% improvement. Dynamic splitting of ad requests to improve fill and render rates.

[AdTech] Platform Refactoring Automated tools for onboarding with standards and strong rules on data management, leading to 50% reduction in issues and shorter onboarding times.

Google

Engineering Manager

2018-09 - 2021-09

Bangalore, India

Led 3 different teams in the Google Enterprise area.

- Built the first infrastructure service for Google Workspace in Bangalore, paving the way for future infrastructure work to be taken up at BLR. (~12 people)
- Managed IaaS (Identity As a Service), and delivered a migration from a legacy platform (~6 people)
- Enterprise Payments Team: Responsible for managing payments, offers & subscriptions for Google Workspace (~22 people)

Launched first Infrastructure Service in India: Recruited and led a team that designed and launched a new infrastructure platform serving 2Million QPS, within a year. (**2Million QPS @40ms latency, 99.9995% availability**). This was an *internet-scale* platform, supporting Google Mail, Calendar, Drive. Drove the alignment with the largest client teams (Mail, Calendar and Drive), to validate, then migrate, to the new platform. Succesfully led the service to be supported by SRE Oncall through consistent collaboration with SRE management.

Google Workspace: 90% Reduction in Time/Effort of Pricing-Offer Management: Workspace Commerce team was infamous for delays due to complex legacy code, with hundreds of overlapping offers. Led the team in delivery of a new offer management platform, replacing legacy code with a rule based system, which reduced effort by 90% (4 weeks to 2 days).

Completed in Jan 2020, this was a **major enabler for the rebranding of Google Workspace** in 2020. Commerce team earned the reputation of reliable timely deliveries, with this new infrastructure, and with this success, took on the Payments Integration migration.

Google Workspace - Migrated Google Payments Integration to Supported Strategic Stack: Identified the risk of decades-old unsupported payment integration, which was constraining ~55% feature requests from business. (Could not pre-pay for subscriptions, could not renew or upsell during a subscription period). Delivered a business case highlighting the risk of unsupported integrations, supported by cost of new features blocked on the integration. Worked with partners in Google Payments, Accounting and Finance teams to deliver an updated payments integration within 1 year.

Lithium /Now Khoros/

2017-06 - 2018-08

Bangalore, India

Senior Engineering Manager

Lead Engineering teams in platform developmnet and support for GDPR, including a team that build the mobile stack. (~40 people)

New Mobile Stack: Built a team that built a replacement mobile stack with upgraded Android SDK.

GDPR support Delivered GDPR support for the application.

Amazon

2011-05 - 2016-12

Bangalore, India

Software Delivery Manager

Succesfully lead a multi-year project across 50+ teams at Amazon, launching Points as a Payment Instrument, integrated in Retail and Digital stacks, with full accounting integration and reconciliation.

Amazon Points (JP): 4+ Year project, Worked across 50+ teams in the Digital and Retail stacks, in US, Canada, JP and IN.

Points Seamless migration of 40MM legacy customers.

Points Supported 7x traffic during promotions.

Incentives Built Incentives platform to drive customer behaviours with micro-rewards (Points, or any payment instrument) across multiple dimensions (New to Category, BOGO, Basket Size, Specific Payment Instruments/No COD, Reward for CoBranded Credit Card).

Patent application for handling Multiple Element Arrangement for digital currencies.

Other Companies

1997-07 - 2011-04

*From Software Engineer to Software Delivery Manager, Platform Architect,
Platform Director*

Bangalore, India

Worked at various companies, all based in India, growing from a Software Engineer to a
Engineering Manager, Platform Architect and Platform Director

British Telecom (2007-2011): Part of Trouble Management Resolution systems, as Platform
Architect and Director.

Yahoo! (2006-07): Part of the Yahoo! Media group, managing the Yahoo! Games team.

Trilogy (2003-06): Worked on various products at Trilogy India

Liquid Krystal (2002-2003): Built a learning platform to execute code seamlessly integrated with
IT text books.

EDUCATION

Indian Institute of Technology, Bombay

1995

B.Tech. (Chem.Engg.)

Mumbai, IN
