

VENKAT SRIVINISAN

Inventor • R&D Leader • CTO • Big Data Analyst • Architect of Massive Networks

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**Built T-CUBE from zero to a \$25M company that won top awards such as INC 500 and WSJ 20/20
Named as inventor on 3 patents for latest ad-technology platforms: DPI, CDW, OAS / real time bidding
Exceptional high-tech salesmanship and investor-communication skills • Collegiate champion in cricket**

Computer scientist with many passions, but family, sports, and scientific discovery dominate the list. Eager to return to R&D, shed the administrative details of a \$25 million business, and focus 100% on creating value for an appreciative employer and customers. I derive greatest joy in business from building and coaching great teams. US citizen. Top Secret clearance. Fluent Hindi and English.

- **BUSINESS BUILDER AND PROBLEM SOLVER:** Founded T-CUBE – started from scratch – grew sales, won top awards, and sold the company to a PE investor group in 2011.
- **LIFELONG VALUE CREATOR AND IDEA PERSON:** At age 15, patented a “water clock.” Named as inventor on 26 patents during career – licensed 3 patents for advertising technology that generate \$7M annually for investors of Maxwell Place Consulting.
- **LEADER:** Builds winning teams – both sports and business – and leads them to bold accomplishment. Wins support from stakeholders by communicating openly.

PROFESSIONAL EXPERIENCE

MAXWELL PLACE CONSULTING GROUP, Palo Alto, CA

2011–Present

Big data consulting, software licensing, and implementation • Focused on ad-tech, media, retail, and financial services • 10 employees.

Consultant | Team Leader | Data Architect

Currently leading a 10-person team that devises ingenious solutions to problems of mind-boggling complexity that involve big data, business intelligence, and data analytics. Recognized for deep expertise in the application of big data to sports marketing.

- **SOFTWARE LICENSING:** Patented three breakthrough methodologies that now generate \$7 million annually.
 - ✓ Data Partitioning and Indexing (DPI): speeds up calculation and simplifies range-interval queries for data analytics.
 - ✓ Compressed Data Warehouse (CDW): slashes server space, boosts efficiency, and accelerates querying.
 - ✓ Automated Online Advertising System (OAS): applies game theory to calculate payments to inventory partners.
- **CONSULTING SERVICES:** Strategic CTO and C-Level consulting for big data strategy, platform selection, reference architecture, ROI modeling, enterprise data hub, real-time analytics, visualization, and migration to cloud. Built a development team with combined subject-matter expertise in architecture and optimization for three areas of programmatic advertising:
 - ✓ Data Management Platform (DMP): Adobe, Krux, Lotame, Aggregate Knowledge, BlueKai, CoreAudience, nPario, and X+1.
 - ✓ Demand Side Platform (DSP), especially mobile & video advertising: Invite Media, MediaMath, Turn, DataXu, and X+1.
 - ✓ Real Time Bidding (RTB) and Ad Exchanges: Advancing the state-of-the art – patented methodologies and algorithms – for automatic buying and selling of online ad impressions via real-time auctions that occur as fast as a webpage can load.
- **CLIENTS and ENGAGEMENTS:** NFL, JetBlue, Comcast, Big Pharma, and Sports Whiz (WPP affiliate). Devise architecture and blueprint for analytics platform, real-time data processing.
 - ✓ Re-architected DMP and DSP platforms for a major ad-tech firm – converted to a real-time, in-memory platform.
 - ✓ Built prescriptive architecture to run large production clusters for spot-market AWS instances.

T-CUBE, New York, NY

2003–2011

Custom software applications, IT consulting, and big-data integration projects for Fortune 500 and corporations in the northeast US.

Co-Founder | CEO

Launched T-CUBE as a solutions company, founded on deep knowledge of SharePoint and MSFT server applications. Grew T-CUBE into two separate business areas: Proviz solutions (staffing) and T-CUBE consulting.