

ALOKA K

Digital Commerce & AI Delivery Leader | Practice P&L Owner | Program & Engagement Management

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EXECUTIVE SUMMARY

Delivery and P&L leader running a 33-person digital commerce and AI practice: revenue, gross margin, utilisation, client growth and the team that delivers. Engineer by training (avionics R&D at DRDO, Node.js and GCP architecture), which means architecture calls get made, engineers get unblocked and clients get told what will actually work. Five years from research engineer to owning a multi-million-dollar portfolio: 150+ projects and 15+ global go-lives across the US, UK, Middle East, ANZ and Southeast Asia on Adobe Commerce, Shopify and Pimcore, plus AI/ML supply-chain programs for Colgate-Palmolive, Tory Burch, AB InBev, LIXIL and Tamer Group on Google Cloud. Targeting delivery, engagement or program leadership roles in enterprise environments.

LEADERSHIP IMPACT

- **P&L ownership:** run a practice business unit with 80+ concurrent engagements across 6 enterprise accounts, individual programs up to USD 350K; present quarterly business reviews directly to the CEO.
- **Scale:** 150+ projects delivered and 15+ global production go-lives across five regions, spanning Adobe Commerce, Shopify, BigCommerce, Pimcore PIM/DAM and Odoo ERP.
- **Commercial outcomes:** +10–12% gross margin from utilisation control and cost governance; 230+ hours of unapproved scope caught before invoicing through requirements documents and scope reconciliation.
- **Client outcomes:** +15–18% conversion from personalisation and Core Web Vitals work; +22% forecast accuracy, –18% stock-outs and +12% OTIF from ML demand forecasting and digital-twin simulation.
- **Delivery velocity:** –30% release cycle time from CI/CD enablement and Agile governance; built a PMO from zero at a start-up agency serving ANZ enterprise brands.
- **People:** hire, develop and performance-manage engineering, QA, DevOps and PM teams; own HR escalations and leadership pipeline for the unit.

CORE COMPETENCIES

Leadership & Commercial: P&L Management · Practice / Business Unit Leadership · Engagement Management · Enterprise Account Management · Pre-Sales & Solution Pitching · SOW Scoping & Pricing · Contract Negotiation · Financial Forecasting · Revenue Growth · Hiring & Performance Management · Executive Communication

Delivery & Governance: Program Management · Delivery Governance · PMO Setup · Agile (Scrum / Kanban / SAFe principles) · Release Management · Risk & RAID Management · Incident Management & RCA · Scope & Change Control · QBR / MBR Frameworks · OKRs

Commerce & MarTech: Adobe Commerce (Magento 2.x) · Shopify Plus · BigCommerce · Pimcore PIM/DAM · Odoo ERP · Bynder DAM · Nosto · Klaviyo · GA4 / GTM · SEO / CRO

Cloud, Data & AI: GCP (Vertex AI, BigQuery, Cloud Run, Pub/Sub, Firestore) · AWS · Azure · OCI · CI/CD · Microservices · Node.js · Python · REST / GraphQL · Demand Forecasting · Digital Twins · Generative AI (OpenAI, Claude) · Power BI · Looker Studio

PROFESSIONAL EXPERIENCE

Key Account Manager – Practice Business Unit Lead | **Codilar Technologies** | Bengaluru, India

April 2026 – Present

Run a 33-person practice business unit (engineering, QA, DevOps, PM) delivering enterprise B2B and B2C commerce programs across the US, UK, Middle East, ANZ and Southeast Asia on Adobe Commerce, Pimcore PIM/DAM, Shopify and Odoo. Own the unit's P&L end to end: revenue, gross margin, utilisation, invoicing, dispute resolution, hiring and team development.

- Own P&L and delivery for 80+ concurrent engagements across 6 enterprise accounts spanning industrial tools, sports retail, luxury fragrance and HVAC distribution; individual programs valued up to USD 350K, 150+ projects delivered to production.
- Present the unit's quarterly business review to the CEO covering P&L, client health, delivery incidents, pipeline and leadership asks.

- Grew the anchor account from a QA and maintenance engagement into a 5-site web re-platform, PIM integration, DAM integration and an SEO/CRO retainer, adding 4 new workstreams in 12 months.
- Lead pre-sales for account expansion: B2B commerce solution pitches, retainer proposals and annual business reviews presented to client CMOs, CIOs and IT directors, including on-site executive sessions in the US.
- Scope, price and negotiate SOWs from USD 30K change requests to USD 300K+ fixed-fee and T&M programs; introduced requirements-understanding documents and scope-reconciliation workbooks that surfaced 230+ hours of unapproved work before invoicing.
- Built the business case for a client's multi-brand re-platform budget through forensic analysis of six months of delivery data, producing leadership-ready justification that secured continued funding.
- Directed production go-lives for Adobe Commerce 2.4.x upgrades across three Southeast Asian retail brands with formal UAT, release notes and handover documentation.
- Own incident management for production commerce platforms: RCA, client communication and corrective actions across Adobe Commerce and Pimcore.
- Resolved multi-round billing disputes on two accounts with documented concessions and no revenue write-off beyond agreed adjustments.
- Shipped a generative-AI content feature inside Pimcore (OpenAI / Claude) for product-field copy and quantified AI-assisted productivity gains through estimated-vs-actual hours analysis.
- Hire PM and coordinator roles with structured scorecards; own performance management and HR escalations for the unit.

Technical Project Manager | **Codilar Technologies** | Bengaluru, India

June 2025 – March 2026

Led multi-brand eCommerce and digital transformation programs for enterprise clients across the US, UK and Middle East.

Accountable for delivery, margin and client relationships; promoted to run the practice business unit after ten months.

- Directed a multi-brand transformation integrating Magento, Shopify, Odoo and Pimcore into a unified commerce ecosystem, including a Pimcore–Magento PIM integration delivered to production.
- Lifted conversion 15–18% through Nosto and Klaviyo personalisation, Core Web Vitals optimisation and a Next.js SSR/ISR performance rebuild (–2.5s load time).
- Cut release cycle time 30% through CI/CD enablement and standardised Agile cadences.
- Delivered 10–12% gross margin improvement through utilisation control, resource planning and cost governance.
- Introduced P&L dashboards and delivery metrics that made margin and account health visible at pod level for the first time.
- Established client governance: monthly business reviews, UAT and go-live approval workflows, formal handover documentation, and client-facing defect and billing trackers.
- Owned SOWs, change requests, invoicing and scope reconciliation for all accounts under management.

Head of Delivery & PMO (Technical Program Manager) | **Goose Limited** | Auckland, New Zealand · Remote

June 2024 – May 2025

Joined an early-stage digital agency serving Australian and New Zealand enterprise brands and built its delivery function from scratch, reporting to the founders.

- Established the PMO from zero: delivery playbooks, Agile cadences, release-readiness gates, DoR/DoD standards, RAID and reporting frameworks adopted across every client engagement.
- Scaled and led the delivery team to run multiple concurrent programs for enterprise retail and consumer brands across ANZ.
- Reduced time-to-market 15% through roadmap governance and sprint discipline on enterprise eCommerce initiatives.
- Implemented program dashboards (Jira, Confluence) and standardised QBR/MBR reporting, giving founders and client executives one view of delivery health, risk and margin.
- Partnered with C-level client stakeholders on roadmap, scope and commercial decisions; ran release management, performance optimisation and compliance across regional markets.

Associate Project Lead – Delivery Operations | **Pluto7 (Google Cloud Partner)** | Bengaluru, India

June 2023 – June 2024

Promoted to lead delivery operations across the company's project portfolio, working directly with the Head of Delivery. Owned delivery health for AI/ML and supply-chain analytics programs on Google Cloud for Colgate-Palmolive, Tory Burch, AB InBev, LIXIL and Tamer Group.

- Governed delivery across all active client programs: staffing, milestones, risk and executive reporting to the Head of Delivery and CEO.
- Delivered AI/ML forecasting and digital-twin programs that improved forecast accuracy 22%, cut stock-outs 18% and lifted OTIF 12% across CPG, retail and manufacturing clients.
- Drove USD 500K+ in incremental project expansions through measurable, repeatable client outcomes.
- Built and shipped internal SaaS tooling: an AI-assisted delivery management tool and an in-house timesheet and utilisation platform.
- Designed Vertex AI reporting agents and data-exploration chatbots that cut executive reporting effort 40%.
- Delivered ML pipelines on Vertex AI, BigQuery, Pub/Sub and Firestore for real-time inventory visibility and predictive replenishment.

Cloud Engineer & Technical Project Coordinator | **Pluto7** | *Bengaluru, India*

June 2022 – June 2023

- Designed and deployed cloud-native, microservices-based applications on GCP while taking ownership of sprint planning, backlog grooming, timelines and stakeholder updates across client engagements.
- Reduced platform deployment time 25% and improved data refresh rates 35% through pipeline and infrastructure changes.

Back-End Developer (Intern → Full-time) | **Pluto7** | *Bengaluru, India*

March 2022 – June 2022

- Built RESTful APIs in Node.js for microservices applications on GCP (Cloud Run, Cloud Functions, Pub/Sub, Firestore) and contributed to CI/CD pipeline setup; converted to full-time within the first quarter.

Avionics Research Engineer (Apprenticeship) | **Gas Turbine Research Establishment, DRDO** | *Bengaluru, India*

August 2021 – December 2021

- Avionics instrumentation and control for the indigenous Kaveri jet-engine programme: Verilog and embedded C on Xilinx Zedboard in a compliance-driven defence R&D environment.

SELECTED PROGRAMS

- **Multi-brand commerce re-platform (Codilar)** — 5-site Adobe Commerce 2.4.x build with Odoo ERP and Pimcore PIM integration for a US industrial-tools group; +15–18% conversion, –25% delivery lead time, +10% margin.
- **Adobe Commerce upgrade go-lives (Codilar)** — production upgrades to 2.4.8 for three Southeast Asian retail brands with formal UAT, release notes and BAST handover.
- **AI supply-chain suite (Pluto7)** — demand forecasting, OTIF and digital-twin pipeline on GCP for Colgate-Palmolive, Tory Burch and AB InBev; +22% accuracy, –18% stock-outs, +14% service reliability.
- **AI delivery agents (Pluto7 Labs)** — Vertex AI reporting agents; –40% reporting effort and faster executive visibility.

EDUCATION

Master of Business Administration (MBA), Business Analytics — Manipal Institute of Management, MAHE, Manipal • CGPA 8.5

Bachelor of Engineering (BE), Electronics & Communication — BNM Institute of Technology, VTU

CERTIFICATIONS

Google Professional Cloud DevOps Engineer (2024–2026) • Oracle Cloud Foundations Associate • Scrum for Ops & DevOps Fundamentals Certified (SODFC) • Scrum Fundamentals Certified (SFC) • Six Sigma Yellow Belt • Executive Diploma in Strategic Project Management (UniAthena) • Postgraduate Diploma in HR Management (Athena) • Professional Diploma in International Business Management • Advanced Professional Certificate in Business Management (London School of Business Administration)

KEYWORDS

Delivery Leadership • Head of Delivery • Engagement Manager • Program Director • Practice Lead • Key Account Management • Client Services • Digital Transformation • eCommerce • Adobe Commerce • Magento • Shopify Plus • Pimcore • Odoo • B2B Commerce • Omnichannel Retail • Supply Chain Analytics • Demand Forecasting • Machine Learning • Generative AI • Google Cloud • AWS • Azure • Agile • Scrum • PMO • Vendor Management • Budget Management • Forecasting • Stakeholder Management • Team Leadership • Hiring