

MANJULA “JULES” SINGH, MS

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CHAMPION OF THE USER EXPERIENCE

PRODUCT INNOVATION ENTHUSIAST + TECHNICAL VISIONARY = PATENTED SOFTWARE DESIGNER & DEVELOPER

Database, Software, & System Architecture ■ Big-Picture, Cross-Functional Team Liaison & Leader ■ Project Energizer
Advanced Mathematical Modeling & Analysis ■ Consumer-Facing Algorithms & Applications ■ Product Development

***11+ years of technical know-how and leadership**—combined with a bent for envisioning and building first-of-their-kind solutions that enhance the user experience—have led to **multiple industry awards**; team member, employer, and customer **appreciation and glee**; and **a burning desire** to be part of creating the next big thing.*

EDUCATION

Master of Science (MS) in Mathematics ~ GPA: 3.78 ~ May 2015

UNIVERSITY OF DENVER DEPARTMENT OF MATHEMATICS & STATISTICS ~ Denver, CO

Thesis: **Social Trends and PageRank**

Summary: With personal preferences and social trends influencing content consumption and online shopping across markets and business segments, explored how Google’s PageRank, an algorithm used to rank web content in Google’s search engine results, can be applied to compute personal use and social trends within any multiple-domain network.

Bachelor of Technology in Analytics (B.Tech.) (BS equivalent) ~ Indian Institute of Technology (IIT) ~ Mumbai

Chartered Accountant (CA) (CPA equivalent) ~ The Institute of Chartered Accountants (ICA) ~ Delhi

PROFESSIONAL EXPERIENCE

DATALOGIX, INC. (DLI) (acquired by ORACLE)

Vice President (VP) of Engineering / Chief Technology Officer (CTO) / Co-Founder ~ Boulder, CO

New Product Design, Development, & Optimization ■ Market Research ■ Technical Vision & Team Leadership

As the lone techie behind this startup, analyzed and prepared market data to support choices for the strategies and products DLI (that is, I) conceptualized, designed, and developed. Over 5+ years, selectively recruited to expand tech team to a 35-plus-strong engineering group that launched multiple first-to-market products before DLI’s sale to Oracle.

- **Solely designed and developed** an Access-based knowledge base **sold to Procter & Gamble and the City of Boston** before concentrating on another newly launched product that gained market traction, TeamTalk (IBM Notes’ predecessor), a solution that engaged Lotus Notes newbies through an entertainment-based training experience.
 - **Hired and worked side by side with one other engineer** to build TeamTalk into a collaborative, customizable training software and program **integrated by customers such as Cisco, Ericsson, and BASF**.
 - Solution earned a Lotus **Pioneer Award** before **Lotus Notes purchased the program** from DLI.
- **Identified need, so created the original chat-based customer service tool**, Collaborate, followed by CollaboratePro.
 - HTML and HTTPS-based programs enhanced team communication for **customers such as the DOD, Caltech, Lotus, Cisco, McAfee, and BASF**; enabled clients to keep customers on their website by providing visitors one-click access to customer service; and earned status as a Lotus **Beacon Award finalist**.
- **Expanded team to 35+ engineers** to build the evolution of Interact, a Java-based, SSL-secure, omnichannel customer service platform known as @Now Service Center.
 - **Patented engagement/optimization/CRM solution** introduced brick and mortar retailers to the benefits of profiling their online shoppers and enabled **clients such as Priceline.com, Lowes.com, Avon.com, and Citibank.com** to profit from customer interactions being queried across channels, including live chat, email, call back, and VOIP.

FIDELITY INVESTMENTS

Senior Software Architect / Interface Specialist ~ San Jose, CA

Technical Strategy ■ Data Modeling & Database Integration Oversight ■ Cross-Functional Team Unification

Motivated robust data modeling during year-long role as integration go-to and liaison for 85+ pros across 8+ groups to ensure that the Mutual Fund team's new system achieved its objective of giving traders real-time data access.

- **Coordinated system design and evangelized database transformation** using 4GL, object-oriented, and relational techniques while unifying the efforts of teams performing the business analysis, research, engineering, data architecture, testing, quality, performance, documentation, and training project components.
 - **Fostered a culture that encouraged groups to think and act big picture**, dissolve group boundaries, think beyond unit-specific project contributions, and feel empowered by sharing expertise.
- **Advocated and implemented steps to maintain data flexibility** while leading interface meetings and simulations.

INTEL CORPORATION (through GLOBALTECH, INC.)

Program & Database Performance Analyst / Customer Analyst / Senior Consultant ~ Charlotte, NC

Application Design, Development, & Integration ■ Technical & Analytical Leadership ■ Database Optimization

While initially hired to code and test database performance as a consultant to Intel, quickly stepped up to a customer-facing role that spanned nearly 2 years. Collaborated with end users, business analysts, and payment reps to understand and transform needs, requirements, and parameters into the ideal CRM system for Duke Energy's internal customers.

- **Inspired and empowered 2 direct reports** — a business analyst and a technical analyst — and collaborated across groups to ensure a clean interface and accurate reporting.
 - Honored to be the only non-Intel employee to be selected as a **team lead for multiple modules**.
- **Drastically reduced project delays by introducing a defined process** to conduct customer interviews, gather requirements, and obtain project approvals — a highly successful structure later adopted by other Intel teams.

TAJ CONSULTANCY SERVICES (TCS)

Programmer Analyst / Consultant ~ Bangalore, India & Charlottesville, VA

Productivity Optimization ■ SQL & C Programming ■ Assembler-Level Code Conversions

Joined 14K consultants working across 50+ countries at India's largest IT company. Lent accounting and finance background to help transform the way banks did business and dedicated 2 years to creating a robust front end for the Integrated Standard Banking System (ISBS) project before writing assembler-level code for a confidential HP initiative.

- **Worked with a team of 30+ database, interface, QA, and testing pros**, converting notes and conversations into flow charts and data fields, communicating data requirements, writing program components, and linking to Oracle.
 - Extremely proud contributor to ISBS's flexible architecture and ease of use, as the technology soon became renowned as **the most widely deployed branch automation product** in the Indian banking industry.
- **Learned assembler-level code on the job** as part of a select team of 3 who spent 4 months sequestered in a room in Virginia cranking out code updates. Completed project on time and to the utter satisfaction of HP's managers.

TECHNOLOGY

Relational Databases ■ DB2 ■ Oracle ■ UNIX ■ Browser Compatibility ■ Windows & Mac OS ■ Windows Servers
Object-Oriented Programming ■ JavaScript ■ Java C++ ■ C# ■ CSS3 ■ XHTML ■ HTML5 ■ SQL ■ MySQL
Currently learning: Python ■ Hadoop

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BIG DATA TECHCON ~ San Francisco, CA ~ October 2015

Like so many of my IT clients, “Jules” tasked me with transforming the chunks of fact-focused tech jargon on her current, ineffective resume into a collection of coherent, goal-relevant accomplishments, telling her career story in a way that allowed talent sourcing pros and non-IT experts to easily comprehend her contributions and value. I **positioned this tech-revolutionary-turned-stay-at-home-mom to grab attention and return to work** by packaging her career in a fresh design and fresh language, using market-relevant keywords and mathematical symbols to establish her brand (which we carried over to her LinkedIn profile), placing her newly earned masters degree front and center, adding her thesis summary to bring in additional current keywords, closing page 2 with an upcoming tech conference (allowing for another “2015” date), and (on this version of her resume) leaving off the dates of her employment from 10+ years ago to dissuade her initial target (her extensive network) from brushing her off before learning about some of the innovations she had contributed and given birth to.