

# Vaibhav Pathare

Tech Lead

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## Professional Summary

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Tech Lead with 9+ years of experience in backend engineering, microservices architecture, API development, and data engineering across SaaS, AdTech, and enterprise domains. Skilled in designing scalable distributed systems, building data pipelines, and delivering end-to-end integrations across diverse platforms and tech stacks. Currently contributing to large-scale AdTech infrastructure — working on real-time bidding (RTB), SSP/DSP integrations, and OpenRTB 2.5/2.6 pipelines using Kotlin, Kafka, and ClickHouse. Experienced in leading cross-functional teams, managing cloud infrastructure on AWS and DigitalOcean, and driving platform reliability and performance at scale. Exploring Generative AI integration and MCP (Model Context Protocol) for building AI-powered tooling and developer workflows.

## Skills

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<b>Languages</b>	Java   Kotlin   Python   Node.js
<b>Frameworks &amp; Libraries</b>	Spring Boot   Ktor   Kotlin Coroutines   Express.js   PySpark
<b>Cloud &amp; Infrastructure</b>	AWS (EC2, S3, Lambda, RDS)   Docker   Apache Airflow   DigitalOcean
<b>Data Engineering</b>	Apache Kafka   ClickHouse   ClickPipe   Snowflake   Google BigQuery   dbt
<b>Databases</b>	MySQL   PostgreSQL   MongoDB   Redis
<b>AdTech</b>	OpenRTB 2.5/2.6   SSP/DSP Integrations   VAST/VPAID   Programmatic Advertising
<b>Generative AI</b>	LLM Integration   Prompt Engineering   MCP (Model Context Protocol)   AI-Assisted Development
<b>Engineering Practices</b>	API Design & Development   System Architecture   Performance Optimization   CI/CD Pipelines

## Courses and Certifications

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**AWS Certified Data Engineer – Associate** OCT 2024

Validates expertise in designing, building, and optimizing scalable data pipelines, storage, and analytics solutions on AWS — including S3, Lambda, RDS, Step Functions, and Glue.

## Work History

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**Tech Lead, 06/2024 - Current**

DeviceMotion Technologies – Pune

### Lamark Media:-

- Engineered real-time bidding flows and DSP integrations for a large-scale AdTech SSP platform handling millions of OpenRTB 2.5/2.6 bid requests daily using a Kotlin/Coroutines backend.
- Optimized auction pipeline and ad-serving cache layer, significantly reducing bid timeout rates and improving DSP response handling — directly contributing to a 20% increase in platform revenue.
- Managed and scaled a 200+ node Docker Swarm cluster on DigitalOcean, improving platform reliability and reducing deployment downtime through automated CI/CD pipelines.
- Built ClickHouse data pipelines via Kafka and ClickPipe to process and analyze bid request logs, enabling real-time reporting on cache hit rates, DSP performance, and ad-serving metrics.
- Resolved critical production incidents including CPU spikes and node capacity drops, reducing mean time to recovery (MTTR) through root cause analysis and infrastructure hardening.

### Chipotle Mexican Grill Inc:-

- Designed a scalable identity matching solution in Snowflake integrating customer data across 4 major vendors (TransUnion, Adstra, Experian, Audience Acuity) using multi-attribute matching, improving match rates and enabling data-driven vendor selection.

- Migrated a legacy MSCI data system to a modern Snowflake + dbt + ADF architecture, reducing operational costs and significantly improving ETL pipeline performance and scalability.
- Delivered coverage analysis and match rate reports that directly informed vendor contracts and marketing spend decisions, while ensuring full compliance with data privacy standards.

#### **Apple 2.0:-**

- Migrated legacy shell script-based data processing pipelines to optimized Snowflake SQL queries, reducing processing time from hours to minutes — a 60x+ performance improvement.
- Previous approach required 1 month to process data for 1 country and 1 line of business (LOB). Re-engineered solution now processes 3 countries and 3 LOBs simultaneously in minutes, delivering a 9x increase in data throughput within the same timeframe.
- Aggregated and processed user behavior data from multiple e-commerce platforms to generate market trend and demand-supply insights across Mac, iPhone, and iPad product lines.
- Built competitive benchmarking pipelines comparing Apple product performance against Samsung and Google, providing strategic inputs for targeted marketing campaigns and product decisions.

#### **Senior Software Engineer, 11/2021 - 06/2024**

DeviceMotion Technologies

##### **MadConnect:-**

- Architected and maintained a one-to-many connector hub enabling privacy-safe data transfer at scale, designing advanced mapping and transformation logic to ensure consistency across diverse data sources.
- Reduced integration onboarding time by standardizing connector interfaces, accelerating delivery of new data partnerships.

##### **PCH Identifi Campaign Manager (ICM):-**

- Built an automated campaign management system for co-branded sweepstakes using Monday.com, Salesforce webhooks, and Google BigQuery, eliminating manual task tracking and reducing campaign setup time.
- Delivered an analytics module on BigQuery generating actionable campaign performance reports, enabling data-driven optimization of sweepstakes outcomes.

##### **Safeter – COVID Workplace Reopening Platform:-**

- Developed a workplace safety platform streamlining scheduling, contact tracing, testing, and symptom checks, enabling employers worldwide to reopen safely during the COVID-19 pandemic.

#### **Software Engineer, 06/2016 - 10/2021**

AmplifyReach Solutions Pvt. Ltd

- Led design and development of the AmplifyReach Catalyst Platform backend, mentoring junior engineers and driving architectural decisions across cross-functional teams.
- Delivered a chatbot platform that automated customer support at scale, enabling clients to reduce support team size from 100 to 25 agents — a 75% reduction in staffing costs while maintaining service quality.
- Integrated 5+ CRM platforms (Freshdesk, Zendesk, Zoho, HubSpot, Salesforce) and 5+ messaging channels (Facebook Messenger, WhatsApp, Twitter, Slack, Flock) into the chatbot platform, expanding customer engagement coverage.
- Launched Chatbot Studio — a no-code bot builder — and an Analytics dashboard that tracked key engagement metrics, enabling non-technical teams to independently build and optimize chatbot flows.

## **Education**

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#### **Bachelor of Engineering - Computer Engineering: 06/2016**

Savitribai Phule Pune University – Pune, Maharashtra