

Vivek Juneja

Email: vivekjuneja@gmail.com | **Phone:** +49-1520-4139247

Country of Origin: India | **Country of Residence:** Germany | **Permit:** Niederlassungserlaubnis

Code: <https://github.com/vivekjuneja>

Expertise

Product Development, Software Architecture, Machine Learning, Large Language Models, Zero to One Products, Technology strategy, Public Communication

About

I am an engineering leader with over 20 years of experience in building a wide variety of complex systems for startups to enterprises. I have worked across locations including Australia, UK, Bahrain, India, South Korea and Germany. I enjoy writing, mentoring other engineers, and working at the cross-section of engineering, product, and commercial problems.

Employment

Director - Global DTC Engineering, On AG, Berlin & Zurich [2021 to Present]

I am leading the global engineering efforts for Direct to Consumer business at On AG growing the team from 20 to around 60 engineers globally in 4 years. My role has operational and strategic focus areas including operational excellence, architecture transformation, growth and technology strategy. I am also part of the Extended Leadership Team at On. Since 2021, I have led the engineering team to launch a new version of On AG e-commerce channel, AI Copilot using OpenAI and Gemini, introduce engineering career framework for all engineers, setup the incident management and on-call culture and revamped the product development process working closer with the Director of Product and Chief Digital Officer.

Head of Engineering, Zalando SE, Berlin, Germany [2017 to 2021]

I led the engineering teams responsible for building customer-facing experiences for Zalando helping customers find the right fit for the first time. I built the engineering team in the department and worked closely with Machine Learning teams to bring data products to production like introducing capabilities for customers to always see products in their size at all times on the e-commerce channel. I also introduced incident management and on-call processes in my teams. I was part of the Talent champion core group to shape the hiring process and act as bar raiser for all engineers at Zalando. Prior to this role, I led the engineering and product for Curated collections product that provided manual and automated collection of products to inspire customers.

Engineering Leader, GS Shop, Seoul, South Korea [2015 to 2017]

I founded and led the development efforts of a container-based enterprise platform as a service. In this role, I created the product roadmap and steered the implementation of the infrastructure. I launched the enterprise platform to operate the Global Checkout process for all e-commerce transactions for GS Shop. I led the migration of GS's e-commerce B2B2C system on this platform that enabled faster lead time for new features, reduced operational footprint of infrastructure by 25%

and allowed automated scaling at GS's own internal data center. In this role, I led a team of 6 engineers and architects, and worked closely with the VP of E-Commerce of GS for new ventures.

Co-founder and CTO, Hobby and Event Platform, Seoul, South Korea [2015]

I founded a startup to build an event and hobby marketplace and recommendation system for the South Korean market. I hired the first team and developed the MVP version of the platform, and partnered with my co-founder to acquire the first customers. The startup was dissolved in the year due to lack of funding.

Software Architect (E-Commerce), GS Shop, Seoul, South Korea [2013 to 2014]

I led the development efforts of the largest B2B2C e-commerce platform for the East Asian region. My responsibilities included architecture, design, technical roadmap, and implementation of message-passing systems. I helped to grow the team from 1 to 25 people (across India and South Korea) in 2 years to run and operate the entire platform, and over time took on an engineering leadership role to run the team.

Technical Lead (Cloud and Mobility), Torry Harris, India / UK / Australia/ Bahrain [2006- 2012]

I led technical teams to develop multiple cloud services and mobile backend infrastructure for startup and enterprise customers. My responsibilities included research, design, and implementation of new solutions as proof of concepts. I was also involved in recruiting architects and engineers to the team. I led the development of experimental private cloud infrastructure in 2008 to automate the provisioning of infrastructure for engineering teams. Customers that I worked with : Ministries of Kingdom of Bahrain, Telefonica O2, Toyota, Michelin Tyres and JP Morgan Chase.

Self Employed, India [2005 to 2006]

I was a freelancer building custom software for private equity and businesses, and consulting scale traditional companies to adopt digital technology.

Education

Bachelor of Engineering (Computer Science), Visvesvaraya Technological University, India [02- 06]

Project Thesis: Natural Language Interface to UNIX OS using NLTK and Python

Technology Skills

Python, Java, Shell Script, Docker, Git, AWS, Kubernetes, Javascript

Projects

[Engineering Leadership Bootcamp](#) @ Maven [2022 to Present]

Host of the [In Your Shoes Podcast](#) [2020 to Present]

[Contributing Guest Author, The New Stack](#) (www.thenewstack.io) [2015 to 2018]

[Microsoft Student Partner](#), India [2004 to 2006]

Blog and Social Media

Linkedin: <https://www.linkedin.com/in/geekcloud/> / **Substack:** <https://autobehave.substack.com/>