

SANAT IYER – PMP, ITIL, CSM

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SUMMARY

Dynamic and results-oriented technical leader with a proven track record in overseeing software engineering teams, driving technical excellence, and aligning technology initiatives with business goals. Seeking to leverage expertise in strategy development, operational excellence, leadership, and compliance to drive transformative growth.

PROFESSIONAL EXPERIENCE

Klick Health, Toronto, Canada
Senior Director Technology

December 2021 - October 2023

As a Technology leader in a prominent Digital Agency, my role entails overseeing the end-to-end implementation of technology solutions tailored for pharmaceutical clients and their diverse brands of products.

Key Responsibilities:

- Orchestrated and led a strategic transformation program for client, driving a 20% increase in operational efficiency within 12 months.
- Act as the primary contact for IT business management information inquiries and Function as a facilitator for collaboration with other IT teams.
- Spearheaded a transformation initiative that aligned technology and data strategies, resulting in a 15% increase in revenue.
- Collaborated with Portfolio Management Director, ensuring alignment and support for collective portfolio outcomes for the respective brands.
- Utilized data-driven decision-making, from baselining current states to measuring outcome, contributing to effective program management that resulted in 12 % increase YoY operational costs.
- Conducted code reviews and provided inputs on Application Architecture.
- Provide frequent communication and updates with key stakeholders and leadership, including presentations, executive summaries, and monitoring progress on metrics.
- Engineered efficient internal change control processes and configuration management strategies, streamlining operations, and enhancing security measures.
- Mentored and coached teams on Agile development, containers, and design patterns, cultivating an environment of continuous improvement and best practice adoption.
- Define, communicate, and enforce necessary standards and regulatory compliance, particularly about security and privacy needs for clients and the internal security team.
- Provide inputs to Client Services and Business Development in sales efforts by supporting them on client proposals and working on RFPs and Tenders.
- Collaborated and Reviewed wireframes with UX manager to build wireframes and prototypes for demos to clients/internal audience.

KPMG International, Toronto, Canada

Product Delivery Manager – Marketing Technology **March 2014 - December 2021**

I was accountable for leading the marketing technology product suite's development and implementation of digital marketing capabilities services for firms operating in 155 countries.

Key Responsibilities:

- Transformed core components into a subscription-based model.

Sanatkumar S Iyer CV

- Set up the customer data platform (CDP) providing a 360-degree view of the customer.
- Architected data orchestration using Azure Data Factory pipelines.
- Crafted and executed effective go-to-market strategies, driving revenue growth.
- Managed cross-functional projects throughout the product lifecycle.
- Ensured digital properties compliance with GDPR, CASL, CCPA, and other regional laws.
- Providing inputs to the Adobe Experience Cloud architecture on the facets of Marketing Cloud being utilized.
- Manage the product backlog, create an effective vision and provide timely stakeholder feedback on development iterations.
- Participating in technology and platform selection and providing inputs that determine the decision.
- Manage cross-functional projects by providing leadership throughout the product lifecycle from inception to delivery.
- Ensure implementation partners incorporate into the product KPMG's complex IT security/privacy guidelines and standards.
- Providing SME support for existing and future products to internal and external resources.
- Identify reusable components across the ecosystem and leverage their functionality across multiple digital properties.
- Maintain regular updated professional knowledge by attending Adobe Events and Digital conferences.
- Manage UAT with the business team and provide structured feedback to the implementation team.

Intelenet Global Services

March 2002 - August 2013

As a Senior Product Manager

Key Responsibilities:

- Led the development of a suite of Contact Center CRMs.
- Doubled departmental efficiency by implementing modularity and optimizing products.
- Streamlined delivery modules, significantly reducing manual processes.
- Developed User Manuals and Training guides for end-users.
- Proactively communicate and collaborate with external and internal customers to analyze information needs and functional requirements and deliver the artifacts as needed: (Functional requirements [Business Requirements Document [BRD], SRS], Use Cases, Wireframes, and Prototypes).

Skills:

Technical: Cloud Technologies (AWS, Azure), Web Technologies (HTML5, AngularJS, ReactJS), DevOps (GitHub, Jenkins), Content Management (AEM, Contentful, SharePoint), Digital Marketing (Adobe Target, Adobe Campaign, Google Analytics).

Soft Skills: Business Analysis, Project & Program Management, Team Collaboration, Communication, Product Management, Agile Methodologies, Strategic Planning, Regulatory Compliance.

Education / Certifications

- Bachelor's Degree from Mumbai University
- PMP
- Certified Scrum Master
- ITIL Foundation v3
- Version Control with Git (coursera.org)
- Software Architecture by University of Alberta(coursera.org)
- Google Analytics Essentials