

DEEPKUMAR JANARDHANAN, MBA, PMP, MCSD

VP MARKETING | HEAD OF MARKETING | VP TECHNOLOGY | GLOBAL TECHNOLOGY DELIVERY

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EXECUTIVE PROFILE

Technology Executive with Marketing Mastery, with 30+ years across software engineering, solution architecture, program and portfolio management, global delivery, B2B technology marketing, GTM, presales, client leadership and transformation. Held VP-level roles, led organizations up to 800+ professionals and managed portfolios exceeding \$16M.

SELECTED IMPACT

- Improved on-time delivery from 40% to 95% within three months while reducing backlog by 70%.
- Improved margins by 30%+ through governance, resource/workforce optimization, operating-model improvement and modernization.
- Grew Insurance & Retail business 13% year-over-year for three consecutive years.
- Won three enterprise logos resulting in multi-million-dollar projects and revenue.
- Led global delivery organizations growing from 350+ to 800+ professionals.

CORE CAPABILITIES

Technology Strategy · Solution Architecture · Global Delivery · PMO & Portfolio Governance · Commercial Delivery · Delivery Economics · Utilization · Forecasting · Margin Optimization · B2B Technology Marketing · GTM Strategy · Revenue Marketing · Demand & Pipeline Generation · Product / Solution Marketing · Sales Enablement · Transformation · Risk Management & Mitigation

PROFESSIONAL EXPERIENCE

Principal / Delivery Head | Cerebral Ops | 2023–Present

Technology, business and delivery leadership across SaaS, ecommerce, cloud, AI and digital transformation.

- Establish delivery governance, KPI frameworks, portfolio visibility, executive reporting and delivery-rescue practices.
- Develop positioning, service offerings and GTM approaches for technology-led initiatives.

Global Practice & Delivery Head | Experion Technologies | 2021–2023

Global delivery, technology, presales, strategic accounts and commercial performance.

- Led an organization that grew from 350+ to 800+ professionals.
- Grew Insurance & Retail 13% YoY for three consecutive years and improved margins by 30%+.
- Directed architecture, systems design, development, quality, deployment and AI-enabled transformation initiatives.

Vice President — Technology, Global Delivery & Presales | KnowledgeTech | 2018–2021

Technology leadership, global delivery, PMO, presales, solution strategy and executive client relationships.

- Led portfolios exceeding \$16M with 200+ distributed professionals.
- Improved on-time delivery from 40% to 95% within three months and reduced backlog by 70%.
- Improved forecasting accuracy by approximately 40% and reduced response times by approximately 50%.

Vice President — Technology, Marketing & Support Services | Crimson Interactive | 2016–2018

Enterprise-wide technology, marketing and support leadership for an organization of approximately 800.

- Led acquisition integration across technical, operational and marketing functions.
- Improved client satisfaction by 26% and operational productivity by 19% YoY.

Co-founder / CEO | AGIL FactoryDreq | 2014–2016

Company strategy, product development, technology, client engagement and commercial execution for a D2C ecommerce application.

- Created end-to-end technology architecture for a D2C online shop.

Earlier Technology & Program Leadership | 1995–2014

Risk Edge Solutions, Gravitas, Data Concepts (USA), Net Matrix (USA), Pioneer Data Solutions (USA), Silverline / TechSoft.

- Progressive experience across software engineering, .NET, architecture, product/program management and U.S. client delivery.

EDUCATION & CERTIFICATIONS

MBA — NIBM, Chennai (2014), specializing in Technology and Marketing · PMP — PMI (2013) · MCSD — Microsoft (2002) · Bachelor of Commerce — Osmania University (1995)

INTERNATIONAL & INDUSTRY EXPERIENCE

U.S. onsite experience: 2001–2012. Direct client and project experience across USA, UK, Europe, Gulf / Middle East, Asia, Africa and Australia. Industries include hedge funds, retail banking, P&C; insurance, land-title insurance, retail POS, supply chain, B2B and D2C ecommerce, government, telecommunications, utilities / power and technology products and services.