

# Vivek Gounder

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## PROFILE

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- Engineering leader with **14+ years of experience** building, scaling, and leading high-scale distributed systems across **live video streaming, real-time data pipelines, cloud infrastructure, and backend platforms**.
- Founding / first external engineering hire at **FanCode**, progressing from **Software Engineer to Director of Engineering** while helping scale the platform to 2M+ concurrent users during peak live sports events.
- Experienced in **leading lean, high-leverage engineering teams** across OTT / live sports streaming, fintech, consumer products, and SaaS, with focus on platform architecture, reliability, cost optimization, and operational excellence.

## EXPERIENCE

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### FanCode — Founding Engineer → Director of Engineering

*Jul 2019 – Present | Mumbai, India*

Built and scaled FanCode's backend, video, and live-event engineering foundations into a high-concurrency sports streaming platform, owning video architecture, cloud infrastructure, cost optimization, reliability, and match-day operations.

- Joined as one of FanCode's earliest / first external engineering hires and helped establish the platform's backend, video, and live-event engineering foundations.
- Led a lean team of ~10 backend/video engineers owning business-critical live streaming, payments, CMS, partner workflows, and match-day operations in partnership with DevOps/SRE.
- Led architecture and scaling of FanCode's live video platform, enabling reliable delivery of premium sports events to **2M+ concurrent** users across CDN-backed streaming workflows.
- Drove infrastructure modernization from VM-based systems to Kubernetes and led AWS-to-GCP migration, improving scalability, deployment consistency, and cost efficiency while **reducing infrastructure costs by ~40%**.
- Built and operationalized an in-house real-time graphics platform using CasparCG, forked open-source projects, and SRT-based workflows for overlays, scorecards, broadcast control, and dynamic match-day graphics.
- Enabled **50+ daily live streams** through automation, tooling, workflow standardization, and failure-mode reduction with a compact engineering / operations model.
- Partnered with product, business, operations, and external partners to launch ad, highlights, partner-feed, and live-event workflows, improving monetization readiness and reducing manual match-day coordination.

### Upstox — Sr. Principal Engineer

*May 2018 – May 2019 | Mumbai, India*

- Led backend engineering for account-opening and partner-service platforms, supporting customer onboarding, partner attribution, support operations, and internal business workflows in a regulated fintech environment.
- Improved critical internal tooling used by **400+ support and sales agents**, reducing operational friction and supporting month-on-month growth in demat account openings.
- Redesigned and modernized a **core revenue-enabling partner platform** used by **SEBI-registered Upstox partners** to onboard, manage, and attribute customers across brokerage revenue-sharing workflows.
- Introduced backend observability, engineering standards, and platform modernization practices to improve production reliability, maintainability, and development execution.

### Crowdfire — Engineering Manager

*Aug 2016 – Dec 2017 | Mumbai, India*

- Led architecture for Crowdfire's data engineering platform, building a data lake foundation using **AWS Kinesis, S3, EMR, and Redshift** to enable product analytics and data-driven decision making at scale.
- Owned engineering execution across **Data Engineering, DevOps, Web, and Publish Platform**, improving release discipline, production reliability, and cross-team delivery.

- Led technical direction for **Crowdfire Publish**, enabling customers to create, schedule, and distribute content across multiple social platforms.
- Contributed to engineering hiring across backend, frontend, QA, and data roles, helping strengthen team capability during a high-growth product phase.

### **SuperJobs — Principal Product Engineer**

*Feb 2015 – Aug 2016 | Mumbai, India*

- Worked as part of the core engineering team for a startup-focused job discovery product, owning API architecture, infrastructure, product delivery, and engineering priorities.
- Designed and managed backend APIs, server infrastructure, and deployment workflows to support a mobile-first job discovery experience.
- Improved a broken iOS product experience by rethinking the technical approach and collaborating closely with product and engineering teams on delivery quality.
- Helped build high-trust engineering execution in an early-stage startup environment, balancing product management, technical architecture, and hands-on delivery.

### **Crunch Commerce — Product Engineer**

*Dec 2013 – Jun 2015 | Mumbai, India*

- Built and operated a SaaS commerce platform that helped Magento merchants convert their stores into optimized mobile web experiences.
- Developed and deployed the **Crunch API, SDK, and Studio**, while managing server infrastructure and release processes for paying SaaS customers.
- Mentored junior developers and helped define engineering standards across development, deployment, and product quality.

### **Webly — Lead Software Engineer**

*Nov 2011 – Jun 2015 | Mumbai, India*

- Led backend, frontend, infrastructure, and client-facing delivery for a premium web and e-commerce agency, working on large projects for brands including **Amar Chitra Katha, Safari, and Cello**.
- Built Magento-based commerce solutions including order-management workflows, one-page checkout, store locators, and custom extensions to improve base platform functionality.
- Managed infrastructure and DevOps for multiple client projects, ensuring reliable delivery from development through production launch.

## **SKILLS**

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**Engineering Leadership:** Team leadership, hiring, mentoring, roadmap planning, production ownership, cross-functional execution, vendor/partner collaboration

**Backend & Platform Engineering:** Java, Node.js, JavaScript, microservices, APIs, event-driven systems, distributed systems, production operations

**Video Engineering:** Live streaming, encoding & packaging pipelines, CDN architecture, CasparCG, SRT workflows, live sports operations

**Cloud & Reliability:** GCP, AWS, Kubernetes, observability, reliability engineering, incident response, cost optimization

## **EDUCATION**

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Jai Hind College — B.Sc. Computer Science