

MOHAMMAD ALI FANEE

Engineering Leader | Head of Engineering | VP of Engineering | CTO

Indore, India | Open to International Relocation

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PROFESSIONAL SUMMARY

Engineering Leader with 15+ years of progressive experience building SaaS products, scaling engineering organisations, and leading technology initiatives from architecture through production. Built and grew an engineering organisation from 5 to 35+ professionals across four cross-functional teams spanning backend, frontend and DevOps. Served in an Acting CTO capacity for commercial SaaS products, providing product and technical direction alongside engineering leadership responsibilities. Hands-on experience across AWS, Azure and GCP, microservices, distributed systems and AI-enabled production systems processing up to 1M+ daily requests and 10M+ events/notifications per day.

CORE COMPETENCIES

- Engineering Leadership & People Management
- System Design & Microservices Architecture
- High-Scale SaaS & Product Development
- Technical Strategy & Roadmap Planning
- Cross-Functional Team Building
- Recruitment, Mentoring & Career Development
- Cloud Architecture – AWS, GCP & Azure
- DevOps, CI/CD & Kubernetes
- Agile / Scrum Programme Delivery
- Performance Optimisation & Scalability
- Stakeholder & Executive Communication
- API Design & Event-Driven Systems

TECHNOLOGY STACK

Backend: Node.js, PHP, Python
Frontend: React, AngularJS, JavaScript, jQuery
Databases: MySQL, MongoDB, DynamoDB, SQL Server, ElastiCache (Redis)
Cloud & DevOps: AWS (EC2, RDS, S3, Lambda, EFS, DynamoDB, ElastiCache, VPC, Route 53, CloudFront, IAM, SNS), GCP, Azure, Docker, Kubernetes, CI/CD Pipelines
AI & Development: Generative AI, AI-assisted development, GitHub Copilot, Claude Code
Architecture: Microservices, REST APIs, Event-Driven Systems, Message Queues (Kafka)
CMS & Platforms: WordPress, Joomla, OpenCart, Shopify

PROFESSIONAL EXPERIENCE

Head of Development

June 2017 – Present

GenXAI Softgrid (formerly SoftGrid Computers Pvt. Ltd.) | Indore, India

SoftGrid Computers merged with GenXAI and rebranded as GenXAI Softgrid in December 2024.

- Lead 4 cross-functional engineering teams comprising 35+ developers across backend, frontend, and DevOps functions; own full people-management lifecycle including hiring, onboarding, performance reviews, and career development.

- Served in an **Acting CTO capacity for commercial SaaS** products including Upviral and Connectio, providing product and technical direction, architecture leadership, and executive-level technology decisions alongside core engineering responsibilities.
- Led AI adoption across a 35+ engineer organisation, evaluating and rolling out AI-assisted development tools including GitHub Copilot and Claude Code.
- Architect and deliver AI-enabled production workflows, including vision + language model solutions for automated document/order processing.
- Architect end-to-end system design for large-scale SaaS platforms including Upviral, Feedify, and Connectio - handling 1M+ daily requests and 10M+ push notifications per day.
- Define and enforce engineering standards, coding guidelines, architecture patterns, and deployment workflows across all squads.
- Own delivery roadmap across multiple concurrent projects; drive on-time, quality releases through Agile/Scrum ceremonies and sprint governance.
- Collaborated directly with international clients and stakeholders in Europe, USA, and the Middle East to translate business requirements into scalable technical solutions.
- Ensured high availability, security hardening, and performance through AWS best practices: auto-scaling, multi-AZ deployments, CloudFront CDN, and IAM governance.
- Drove technical hiring strategy; grew the engineering organisation from a small team to a 35-member department, evolving it into four cross-functional teams.
- Established reusable core code libraries and internal frameworks, reducing development effort by an estimated 30% across new projects.

Technical Manager

August 2012 – June 2017

SoftGrid Computers Pvt. Ltd. | Indore, India

- Led mid-sized PHP development teams delivering SaaS applications, ecommerce platforms, and CMS solutions for international clients.
- Owned architecture decisions, code reviews, and quality standards across all projects.
- Managed Agile workflows, sprint planning, and resource allocation across concurrent projects.
- Mentored developers, introduced version control best practices, and helped scale the engineering function.
- Delivered multiple ecommerce and CMS platforms using PHP, MySQL, WordPress, and AWS infrastructure.

Team Lead

May 2011 – August 2012

SoftGrid Computers Pvt. Ltd. | Indore, India

- Led a team of PHP, WordPress, and Joomla developers; responsible for task allocation, training, and delivery tracking.
- Introduced coding best practices, standardised version control processes, and reduced delivery defects.

PHP Developer

July 2010 – May 2011

SoftGrid Computers Pvt. Ltd. | Indore, India

- Developed backend systems and CMS-driven websites using PHP and MySQL; contributed to database design, UI integration, and performance optimisation.

KEY ACHIEVEMENTS

- Architected **Upviral**, a viral marketing SaaS platform, scaling from inception to 1M+ daily hits using AWS microservices and PHP.
- Built **Feedify's push notification** infrastructure to reliably deliver 10M+ notifications per day using Node.js and Kafka.

- Designed and delivered multiple **SaaS products** from zero to production, establishing end-to-end technical architecture and engineering processes.
- **Scaled engineering organisation from 5 to 35+ engineers**; built a high-performing, multi-disciplinary team with low attrition.
- Delivered an enterprise operations dashboard for a **Finland-based mobile manufacturer**, enabling real-time visibility across order management and delivery pipelines - directly reducing escalations.
- Led **Crompton India's ecommerce platform** build on Shopify with custom PHP middleware, delivering seamless integration with enterprise backend systems.

NOTABLE PROJECTS

Upviral — Viral Marketing SaaS

Technologies: PHP, AWS (Lambda, DynamoDB, S3), Microservices

Architected and led development from inception to 1M+ daily hits using AWS-based microservices and event-driven architecture; served as Acting CTO during product growth

Feedify — Browser Push Notification Platform

Technologies: Node.js, PHP, MySQL, Kafka, Android/iOS, AWS, SaaS

Designed the full-stack architecture for a browser push notification SaaS product delivering 10M+ notifications per day. Engineered scalable queue processing with Kafka and cross-platform SDKs.

Connectio — Facebook Marketing SaaS

Technologies: PHP, Facebook Graph API, Facebook Business API

Led development of a Facebook advertising management SaaS platform integrating Facebook Business and Graph APIs; served as Acting CTO during product development

Aditya Birla

Technologies: Python, Django, Financial Planning.

Led architecture and delivery of financial planning solution supporting enterprise planning workflows.

Godrej Agrovet

Technologies: Enterprise Planning, Laravel, GCP.

Led architecture and delivery of enterprise planning solution integrated with Anaplan.

Enterprise Operations Dashboard (Confidential — Finland Mobile Manufacturer)

Technologies: Node.js, ReactJS, REST APIs

Designed and delivered a real-time leadership dashboard providing a bird's-eye view of order management, delivery tracking, and issue monitoring. Proactively surfaced bottlenecks before escalation, improving operational response time.

Crompton India Ecommerce Platform

Technologies: Shopify, PHP Middleware, API Integration

Architected a Shopify-based ecommerce platform for a major consumer electronics brand. Built custom PHP middleware to integrate Shopify with enterprise backend systems, ensuring consistent data across channels.

EDUCATION

Bachelor of Computer Applications (BCA)

ADDITIONAL INFORMATION

Nationality: Indian | **Passport:** Valid | **Driving Licence:** Yes | **Languages:** English (Professional), Hindi (Native)