

ROHIT ANAND

<https://rohitanand.dev> | hello@rohitanand.dev

Engineering leader with 14+ years of experience building and scaling enterprise SaaS products across B2B and B2C domains. Progressed from Software Engineer to Engineering Director by consistently delivering high-impact products, building high-performing engineering organizations, and driving business outcomes.

Currently leading 40+ engineers across multiple cross-functional teams at Birdeye, overseeing engineering execution for products contributing to \$100M+ ARR.

Currently building enterprise-scale Voice AI and Agentic AI products, leading end-to-end engineering execution from architecture and platform development to product delivery and organizational growth.

Passionate about building teams, simplifying complex systems, improving developer productivity, and aligning technology execution with business growth.

PROFESSIONAL EXPERIENCE

Engineering Director | Birdeye | May 2017 – Present | Gurugram, India

Progressed internally from Engineering Lead to Engineering Director, leading engineering transformation while scaling product development, engineering operations, and AI initiatives.

Leadership & Organization

- Lead engineering organization of 40+ engineers across multiple product teams including engineering managers, senior engineers, and cross-functional stakeholders.
- Partner with Product, Design, Customer Success, and Executive Leadership to define product roadmap and execution strategy.
- Responsible for delivery planning, hiring, performance management, and engineering excellence.

Product & Business Impact

- Delivered enterprise SaaS products generating \$100M+ Annual Recurring Revenue (ARR).
- Built and launched multiple customer-facing products used by global enterprise customers - e.g. Social, Insights, Campaigns, etc.

Engineering Excellence

- Introduced DORA metrics to improve engineering performance and delivery predictability.
- Eliminated engineering bottlenecks through process improvements and architectural modernization.

AI & Innovation

- Leading development of enterprise-grade Voice AI solution platform and Agentic AI framework for AI products

Technical Leadership and Security

- Defined engineering standards, architecture reviews, and technical roadmap with security in mind.
- Led project to fix all security issues like CSRF, XSS, Cookie hijacking, etc. Closed all security issues for CASA.

Lead UI Engineer | Snapdeal | July 2014 – May 2017 | Gurugram, India

Led frontend modernization initiatives for one of India's largest e-commerce platforms.

Key Achievements

- Led complete redesign and redevelopment of Snapdeal web platform.
- Architected migration from legacy JavaScript application to modern React architecture.
- Introduced Single Page Application (SPA) architecture across major customer journeys.
- Reduced website load time to under 2 seconds through frontend optimization.
- Led hiring and mentoring of frontend engineers.
- Collaborated with Product and Design teams to deliver large-scale customer-facing features on schedule.

Certified WebSphere Portal Consultant | Avnet Services: IBM Practice | July 2012 – July 2014 | Chennai, India

Worked as Full Stack Engineer delivering enterprise web portals for one of the largest healthcare insurance organizations in the United States.

Key Achievements

- Designed and developed enterprise portal solutions using IBM WebSphere technologies.
- Delivered high-quality enterprise applications within aggressive delivery timelines.
- Worked closely with customers on requirements, solution design, implementation, and deployment.
- Participated in full SDLC including architecture discussions, development, testing, and production rollout.

EDUCATION

Bachelor of Technology - **June 2012**

- SASTRA University
- Computer Science with CGPA of 8.1

TECHNICAL SKILLS

- JavaScript • TypeScript • Java • Python
- React • HTML • CSS • Single Page Applications
- AWS • Google Cloud Platform
- LLMs • Voice AI • Agentic AI • Enterprise AI
- Microservices • Distributed Systems • REST APIs
- CI/CD • DORA Metrics • Agile • SDLC • Observability