

# SRINIVASARAO KATURI (SRINIVAS)

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## DIRECTOR

Experienced in building and leading high-performance teams in various facets of engineering from research to product development. Managed complex projects and delivered high quality results through continuous process improvements. Skilled in collaborating with all members of the organization to achieve business objectives. Instrumental in streamlining and improving processes, enhancing productivity, and implementing technology solutions. Senior engineering executive with 24 years of Research and product development experience. Holds 21 U.S. granted patents, 5 Trade secrets and 10 publications in the area of radar, speech and wireless communications and navigation systems.

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## PROFESSIONAL EXPERIENCE

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### **TATA ADVANCED SYSTEMS LIMITED, Mumbai, India Nov 2021 -Till Present** **Head-SW Engg**

- Led and managed 120+ software engineers (application, embedded, AI/ML) across Mumbai and Bangalore, overseeing the full software development lifecycle.
- Spearheaded the execution and delivery of complex projects for the Indian Army and Navy (IEWs, 3D ASR), including project planning, technical guidance, customer engagement, and quality assurance.
- Managing deliveries and progress tracking of Pinka launchers, ATAGS, CMS, CTSP71, SPIDER, Optronics, CCNS, Satellite Imaging, etc.
- Drove software releases, customer issue resolution, testing and validation (FAT/SAT), and proposal support (RFPs/BQ).
- Controlled project costs and implemented software quality/reliability improvement tools.
- Enhanced customer satisfaction, communication, delivery performance, and product quality.
- Improved software development processes (Agile/DevSecOps) and fostered employee engagement, collaboration, talent development, and innovation.

### **ADDVERB TECHNOLOGY PVT LTD, Noida, India, Feb'21-Nov 2021** **Chief Manager (Mobile Robotics )**

- Responsible for managing the team and develop and enhance the entire mobile robotics product line for the Company.
- Responsible to lead the Research & Development initiatives of the organization around Mobile Robotics, process improvement and production of Autonomous Mobile Robots
- Implementation of Wireless (5G/Wi-Fi6) with Cloud Services integration for after services deployment
- Development of algorithms based on SLAM and ROS for robotic movement and pick and place operations in a warehouse/factory
- Ensure development of camera and Lidar based navigation and perception module for entire range of mobile robots for warehousing and delivery operations

### **SOCTRONICS TECH PVT LTD (formerly INVECAS /INEDA SYSTEMS PVT LTD), Hyderabad, India, Jun' 2017 – Feb'2021 (INEDA Systems Pvt Ltd was acquired by INTEL in 2019)** **Director-SW**

- Leading development of innovative products based on low-cost radar in various domains (such as automotive, industrial, smart cities etc.), lead to advancement of new algorithm development with superior performance and optimization of legacy ones.
- Lead architecture teams on high data rate sensor fusion SOC for around-view perception system for an US OEM.
- Leading teams for developing Artificial Intelligence technology for classifying targets, path prediction and safe maneuvering in Autonomous Driving applications.

- Developed 77GHz based automotive radar signal processing algorithms for detecting, tracking and classifying up to 30 different targets, tested and validated prototypes over hundreds of kilometers on Indian roads.
- Developed preventive maintenance of auto critical components using sound and vibration sensor analysis and validated with machine learning methods.
- Developed hand gestures-based infotainment control applications using ultrashort range automotive radar
- Developed vital-signs monitoring of driver using in-cabin automotive radar and demonstrated to customers and tier2 supplies
- Developed Road traffic classification algorithms for traffic density estimates in smart city application using automotive radar
- Developed innovative solutions to ADAS for India such as Indian Road conditions detection, pothole and speed hump using automotive Radar solutions
- Trained in functional Safety (ISO26262) of SW development for ADAS applications and assisted in achieving safety compliances for OEMs

**CONTINENTAL AUTOMOTIVE COMPONENTS PVT LTD, Bangalore, India**

Dec'2014 – Jun'2017

***Head of Radar Sensors and Vehicle Control Functions -SW Division***

- Instrumental in setting up offshore collaboration model (Indo- German) and build a software and algorithm development group of 110 members.
- Lead groups and managed product development for Driverless Car Business based on radar sensors for Emergency Brake Assist, Adaptive Cruise Control, Blind Spot Detection, Rear Cross Traffic Alert and Traffic Jam Assist functions.
- Developed radar signal processing algorithms such as Environment models, High resolution grids, target tracking using Interacting Multiple Models.
- Delivering Quality Software products for 20+ customer projects for OEMs across Europe, Japan and China.
- Recognized as Key player for outstanding contributions made for business growth.

**HONEYWELL TECHNOLOGY SOLUTIONS LAB PVT LTD, Bangalore, India**

Oct'2004 –Dec 2014

***Principal Scientist***

Technical leader with expertise in all facets of digital signal processing, wireless, digital communications, and software development and radar systems. Proficiency in Project management, Research and product development.

- Experienced in writing and winning EU FP7 proposals, work package leader, collaborated with larger consortiums and represented in European Commission reviews.
- Participated and won US and EU govt. funding programs and lead multi-discipline teams for delivering results.
- Experienced in transforming complex communications engineering and signal processing ideas to business potential applications.
- Project Lead with hands on experience in Design, Matlab simulation and modeling, real-time DSP implementation, embedded software development and hardware prototyping for rapid proof-of-concept.
- Expertise in development of low-cost radar technology for perimeter security applications, indoor source detection, localization and tracking algorithms.
- Experienced in bench marking and evaluation of automotive radars for blind spot and moving target detection in short-range and long-range applications.
- Expertise in development of Multi Antenna Systems such as Adaptive beam forming, diversity receiver, MIMO techniques and Multi-carrier transceiver algorithms for industrial wireless sensor radios.
- Expertise in development of adaptive receiver algorithms, channel estimation, time synchronization and frequency-offset estimation for industrial wireless radios.
- Good knowledge on Mobile Wireless Technologies (1G/2G/3G/4G),LTE, Wi-Max, Wi-fi, Zigbee, NFC(Near-field Communication), Cognitive Radios, Software Defined radios, RFID and Wireless Sensor networks.
- Experience on DSP processors (ADSP2181,BF533), C (fixed point) and Assembly coding, optimization on processors, Real-time working experience (interrupt based environment) on Low level DSP peripheral interfacing.
- Received Note of appreciation from president for three years, got Employee reward and retention program, received individual excellence and team excellence awards.

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**CENTRAL RESEARCH LABORATORY-BHARAH ELECTRONICS LTD, Bangalore, India**

Jan2001 – Oct2004

**Research Staff Member**

- Developed real-time ionosphere channel utilized for assessing performance of adaptive HF receivers.
- Performed analysis of digital radios with electromagnetic interface environments.
- Expertise in fixed-point DSP implementation of baseband signal processing for HF radio modems and adaptive MLSE (Maximum Likelihood Sequence Estimator) equalizers.
- Developed a software tool on ionospheric radio channel modeling for analyzing HF radio communication protocols and ALE(Automatic Link Establishment) protocol.

**TERA SOFTWARE PVT LTD, Hyderabad, India**

'Jun1998 – 'Jun1999

**Software Analyst**

- Developed software on a microcontroller for electronic voting application by defining and analyzing system problems, designing and testing standards and solutions.

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**EDUCATION**

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**Executive General Management Programme (EGMP), Indian Institute of Management (IIM), Bangalore, 2017****Masters of Technology, Digital Systems & Communications Engineering, REC Calicut, 2001****Bachelors of Technology, Electronics & Communication, J.N.T.U., 1998****Intermediate, ARP Jr. College, Visakhapatnam, A.P., 1994****SSC, APSWR School, A.P., 1992**

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**CREDENTIALS**

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**Digital Signal Processors & Applications, IIT-Madras, 2005****Design for Six Sigma and Green Belt plus, Honeywell Technologies****DEOS Operating System, Honeywell Technologies****3G Cellular Technology, Central Research Labs-BEL****Project Management, Quality Engineering Department, BEL****Design for Reliability and Maintainability, Quality Engineering Department, BEL**

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**AWARDS & RECOGNITION**

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**Invited guest speaker for ICV (Intelligent Connected Vehicles)-2018, shanghai, china****Represented and got best paper award in systems & IP category of Synopsys users international conference, July 2018****Invited guest speaker for Autonomous Systems World 2017, Berlin, Germany****Represented in European technical projects reviews (FP7) in Belgium****Note of appreciation from president of Honeywell for three years (2010,2011,2012)****Prolific Innovator of year 2011 at Honeywell****Team innovation award****Individual excellence award****Team achievement award**