

Malavika Krishnaswamy

0-to-1 Operator | High Agency Problem Solver | Team Builder | Ex-DevOps Architect

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TL;DR

Engineering-driven Jill-of-all-trades built for startup chaos and high-velocity environments. From Field Engineer to SRE to Head of Business, I navigate pivots by building systems where human impact meets engineering logic.

Whether architecting for 20M events/minute or scaling revenue, I build from first principles rather than duct-tape fixes, ensuring teams scale without friction.

Currently, seeking a high-leverage role to apply a "whatever-it-takes" mindset and help a founder scale their next vision.

Timeline

On a break | *Dec 2025 - Present*

On a conscious break for travel, introspection and perspective

Head of Business | **Netrin, a D2C 0-to-1 fitness-tech startup** | *Feb 2024 - Nov 2025*

- Scaled MRR from ₹1L to ₹8L by leading end-to-end GTM experiments, from Meta marketing campaigns to sales pitches to potential leads, securing 100+ customers
- Built lead-capture engines from scratch using Python, Zapier, and Zoho CRM; automated the funnel for 10k+ leads and designed real-time performance dashboards for stakeholders
- Bootstrapped and up-skilled the Business team across Sales, Marketing, and Partnerships; managed end-to-end hiring, mentoring, and strategic restructuring to align with evolving priorities
- Acted as a core advisor to the CEO on product roadmaps and strategy; managed high-stakes internal communications and presented The Good, The Bad, The Ugly at town halls

Sr. Software Engineer | **HBK, a measurements solutions MNC** | *Sep 2021 - Dec 2023*

- Led and mentored a 7-member cross-functional team to design and deploy the company's flagship product
- Architected an Internal Developer Platform (IDP) that slashed time-to-market for new software products, transforming bottlenecked workflows into a self-service ecosystem

Site Reliability Engineer | **VIMANA, a manufacturing analytics startup** | *Jan 2019 - Sep 2021*

- Led the zero-downtime migration of a real-time streaming platform for connected vehicles, from AWS to GCP, architecting infrastructure for 20M events/minute across 100+ multi-cloud instances
- Managed hybrid-cloud Kubernetes clusters (EKS, GKE, AKS) using Ansible, Helm, and GitOps; built a self-service developer platform that automated provisioning and increased deployment frequency
- Served as the SPoC for platform reliability across all environments; implemented a centralized ELK-based monitoring and alerting system and managed end-to-end ITSM incident resolution and RCAs
- Built, led, and mentored a 5-member SRE team, establishing SOPs for collective ownership

Solutions Architect | **VIMANA, a manufacturing analytics startup** | *Mar 2018 - Dec 2018*

- Worked with business and product stakeholders in breaking down use cases into solutions for the dev team
- Engineered solutions for integration and extension of VIMANA IIoT Platform for enterprise customers

Master's in Communications Engineering | **Technische Universität München** | *Oct 2015 - Feb 2018*

- Adulted, made the maximum use of my Student Schengen Visa and graduated top 10 percentile of my batch

R&D Engineer | **Manufacturing System Insights** | *Sep 2013 - Jun 2015*

- Analyzed complex IIoT datasets to identify machine patterns, improving shopfloor productivity
- Progressed from backend development to architecting sophisticated, real-time processing engines for high-volume data streams

Software Engineer | **Visteon, an automotive technology company** | *Jun 2012 - Jul 2013*

- Developed instrument clusters in embedded C, specialising in LEDs and on-board diagnostics

Bachelor's in Electronics & Communications Engineering | **SSN College of Engineering** | *Jul 2008 - Apr 2012*

- 4-year scholarship holder
- University Gold Medallist

Interests

Endurance running | Daily journaling | Mandala art | Dogs | Travel | Books | Criminology

Languages

Tamil | English | Hindi | Malayalam | German