Vikram Iyer

Senior Solution Architect — Adobe Experience Platform

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PROFESSIONAL SUMMARY

Solution architect with 12 years in marketing technology and 5 years leading Adobe Experience Platform programmes for travel, hospitality and retail brands. Designs end-to-end AEP, RT-CDP, AJO and CJA solutions, from data model and identity strategy to activation and measurement, and leads onshore and offshore delivery teams.

CORE SKILLS

Architecture: AEP and Real-Time CDP solution design, identity strategy, data modelling, guardrail planning, sandbox and release strategy

Adobe Experience Cloud: Journey Optimizer, Customer Journey Analytics, Target, Web SDK and Edge Network, event forwarding

Data and integration: Source connectors, streaming APIs, Query Service, cloud data warehouses, API-led integration

Leadership: Pre-sales and solutioning, client workshops, team leadership (15+), governance and consent design

EXPERIENCE

Senior Solution Architect Apr 2021 – Present

Global consulting firm | Hyderabad

- Lead architect for a hotel group's Real-Time CDP programme unifying booking, loyalty, web and app data for 20M+ guest profiles.
- Designed the identity strategy and merge policies that cut duplicate guest profiles by 30% and enabled same-session personalisation through edge audiences.
- Delivered pre-arrival and post-stay journeys in AJO, adding 9% in ancillary bookings in the first two quarters.
- Set up CJA reporting connecting digital and call-centre data, giving leadership a single view of guest journeys.
- Lead a 15-member onshore/offshore team; introduced design reviews and sandbox promotion standards adopted across three accounts.

Technical Lead — Marketing Technology Jun 2014 – Mar 2021

IT services company | Bengaluru

- Led Adobe Analytics and Target implementations for airline and retail clients.
- Built a data-layer standard reused across 10 client implementations, reducing tagging effort by 40%.
- Moved from developer to technical lead, mentoring 8 engineers.

CERTIFICATIONS AND TRAINING

- Adobe Certified Expert — Adobe Experience Platform
- Adobe Certified Professional — Real-Time CDP
- Adobe Certified Professional — Journey Optimizer

EDUCATION

- B.E., Electronics and Communication — 2014