

ROLES & RESPONSIBILITIES

Version 8



Document Information

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Governed by	Mr.Udaya Bhaskar Reddy

Revision History

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Reviewer and Approver

Name	Title	Comments	DateReviewed
Mr.Udaya Bhaskar Reddy	Co-Founder&CTO	Approved	24-Mar-2025

Job title	CEO
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Key Responsibilities:

- Provide inspired leadership company wide.
- Make high-level decisions about policy and strategy.
- Report to the board of directors and keep them informed.
- Develop and implement operational policies and a strategic plan.
- Act as the primary spokesperson for the company.
- Develop the company's culture and overall company vision.
- Create an environment that promotes great performance and positive morale.
- Oversee the company's fiscal activity, including budgeting, reporting, and auditing.
- Work with senior stakeholders, chief financial officer, chief information officer, and other executives.
- Assure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
- Work with the executive board to determine values and mission, and plan for short and long-term goals.
- Identify and address problems and opportunities for the company.
- Build alliances and partnerships with other organizations.
- Oversee day-to-day operation of the company.
- Work closely with the human resource department to ensure great hiring.
- Supports motivation of employees in organization products/programs and operations
- Assessing risks to the company and ensuring they are monitored and minimized
- Setting strategic goals and making sure they are measurable and describable
- Identify the goals of the organization in the long, short and medium term
- Engage staff from the outset and keep clear lines of regular communication
- Monitor staff engagement, turnover and culture
- Review pay structure and reward schemes
- Work alongside technology teams to introduce new technology
- Seek opportunities to work alongside marketing to identify new customer
- Drives profitability of the business
- Generates new business and gives approval of new projects
- Analyze problematic situations and occurrences and provide solutions to ensure company survival and growth
- Maintain a deep knowledge of the markets and industry of the company
- Make high-quality investing decisions to advance the business and increase profits
- Develop high quality business strategies and plans ensuring their alignment with short-term and long-term objectives

Job title	Chief Revenue Officer
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Key Responsibilities:

- Develop a growth strategy focused both on financial gain and customer satisfaction
- Conduct research to identify new markets and customer needs
- Arrange business meetings with prospective clients
- Promote the company's products/services addressing or predicting clients' objectives
- Prepare sales Contracts ensuring adherence to law-established rules and guidelines
- Keep records of sales, revenue, invoices etc.
- Provide trustworthy feedback and after-sales support
- Build long-term relationships with new and existing customers
- Develop entry level staff into valuable sales people
- Identifying and mapping business strengths and customer needs
- Researching business opportunities and viable income streams
- Following industry trends locally and internationally
- Drafting and reviewing contracts
- Reporting on successes and areas needing improvements
- Research and develop a thorough understanding of the company's people and capabilities.
- Understand the company's goal and purpose so that will continual to enhance the company's performance.
- Contacting potential clients to establish report and arrange meetings.
- Planning and overseeing new marketing initiative.
- Researching organizations and individuals to find new opportunities.
- Increasing the value of current customers while attracting new ones.
- Monitor the marketplace and analyze opportunities, providing competitive strategies and tactics
- Remain well-connected with customers to ensure that their needs are being factored into the product development and enhancement cycles
- Collaborate with the finance, product management, and marketing teams on messaging, pricing strategies, and business models for achieving revenue goals
- Identify and resolve issues across the marketing, sales, and account management teams

Job title	Chief Information Security Officer and Privacy Officer
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Key Responsibilities:

- CTO is responsible for information security and privacy security.
- Develop, maintain and oversee agency-wide IT security programs.
- Develop, maintain and oversee policies, processes and control techniques to address all applicable information security requirements.
- Oversee the establishment and maintenance of information security on an automated and continuous basis.
- Detect, report, contain and mitigate incidents that impair adequate data and infrastructure security.
- Train and oversee personnel with significant information security duties as well as assist senior agency/departmental officials regarding their IT security responsibilities.
- Develop IT security policy and coordinate its implementation - and others security operation center to address the impact of incidents on IT beyond the control of the agency.
- Report within 24 hours of IT security incidents to the appropriate security operations center.

Job title	CTO & Head of Engineering
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Key Responsibilities:

- Leads a team of software developers and architects, establishing development practices and standards.
- Builds and retains productive teams through strong recruitment, mentoring and career management.
- Works closely with project managers and the business development team on distilling and challenging functional requirements into technical designs that result in highly scalable and high-end quality products
- Helps maintain production applications and tackle high profile customer escalations
- Plans and executes project work plans across various projects and international distribution
- Minimizes exposure on project risks
- Accountable for delivery of projects within schedules and timelines.
- Ensures consistent software design and implementation methodologies, together with the Software Systems Architect, and promotes code reuse throughout the development staff
- Evaluates engineering staff and works with the team to improve skills and software engineering processes.
- Determine all technology requirements of company and prepare appropriate growth and development plans.
- Coordinate with various business units and develop ways to improve efficiency of all projects and supervise all aspects of technology architecture.
- Establish service level requirements and ensure compliance to all SLA for projects and monitor all IT requirements as per requirements.
- Administer all computer operations and provide support to all production systems and ensure compliance to all company guidelines to develop various improvement programs.
- Develop and maintain professional relationship with all service providers and IT team and provide technical expertise on same.
- Develop, execute and maintain achievement of all departmental goals and objectives.
- Monitor all contracts and negotiate with all vendors to manage programs effectively and ensure optimal staff for all successful implementation of all services processes and methods.
- Prepare and implement department budget and design test discovery recovery plans to provide continuous growth.
- Maintain knowledge on all industry trends and perform research on various product portfolios.
- Monitor competition business and process, assess market requirements and prepare strategies accordingly.
- Develop technical aspects of the company's strategy to ensure alignment with its business goals
- Discover and implement new technologies that yield competitive advantage
- Help departments use technology profitably
- Supervise system infrastructure to ensure functionality and efficiency
- Build quality assurance and data protection processes
- Monitor KPIs and IT budgets to assess technological performance
- Use stakeholders' feedback to inform necessary improvements and adjustments to technology
- Communicate technology strategy to partners and investors

Job title	Director of Product
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Key Responsibilities:

- Deliver projects and products using the appropriate agile project management methodology, learning & iterating frequently
- Lead the collaborative, dynamic planning process – prioritizing the work that needs to be done against the capacity and capability of the team
- Matrix-managing a multidisciplinary team
- Ensure all products are built to an appropriate level of quality.
- Review customer orders and plan and coordinate delivery activities
- Build positive and productive working relationships with customers for business growth.
- Analyze and troubleshoot delivery issues in a timely fashion.
- Manage a delivery team to ensure timely and accurate customer deliveries.
- Oversee daily activities of delivery team and provide direction and guidance as needed.
- Analyze customer orders, set delivery priorities and make schedule adjustments to meet timely delivery goals.
- Accountable for the on time and to quality delivery of software development projects.
- Responsible for the maintenance and development of internal and external IT support systems.
- Create, implement and maintain a continuous improvement plan for software.
- Reviewing and applying said best practices to establish architecture and frameworks consistent with and supportive of the Product Strategy.
- Identifying and implementing technology trends that will be able to support the future success of the business.
- Collaborating with the appropriate functions and users to evaluate and identify technology platforms for delivering the company's products and internal services;
- Understanding the use cases (and/or user stories) in order to oversee the design of the architecture for the products to be built.
- Ensuring that technology standards and best practices are maintained across the organization
- To drive consistent standards and approaches throughout the development teams.

Job title	Chief of Staff
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- **Key Responsibilities:**

- Drive the company's financial planning.
- Perform risk management by analyzing the organization's liabilities and investments.
- Decide on investment strategies by considering cash and liquidity risks.
- Control and evaluate the organization's fundraising plans and capital structure.
- Ensure cash flow is appropriate for the organization's operations.
- Manage vendor relationships.
- Prepare reliable current and forecasting reports.
- Set up and oversee the company's finance IT system.
- Ensure compliance with the law and company's policies
- Manage team of financial controllers and financial analysts.
- Oversee the financial operations of subsidiary companies and foreign operations.
- Manage any third parties to which accounting or finance functions have been outsourced.
- Oversee the company's transaction processing systems.
- Implement operational best practices.
- Oversee employee benefit plans, with particular emphasis on maximizing a cost-effective benefits package.
- Assess and evaluate financial performance of organization with regard to long-term operational goals, budgets and forecasts.
Provide insight and recommendations to both short-term and long-term growth plan of organization.
- Identify, acquire and implement systems and software to provide critical financial and operational information.
- Communicate, engage and interact with Board of Directors, CEO, and Executive Leadership Team.
- Create and establish yearly financial objectives that align with the company's plan for growth and expansion.
- Select and engage consultants, auditors and investors.

Job title	Director of Engineering
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Key Responsibilities:

- Lead the product development team in creating innovative products.
- Oversee the entire product lifecycle from concept to market.
- Conduct market research to identify customer needs and market opportunities.
- Collaborate with cross-functional teams to ensure product alignment with business objectives.
- Develop and implement product development strategies and roadmaps.
- Manage project timelines, budgets, and resources.
- Ensure products meet quality standards and regulatory requirements.
- Monitor and analyze product performance and customer feedback.
- Continuously seek opportunities to improve product development processes.
- Stay current with industry trends and technologies.
- Mentor and develop team members to enhance their skills and performance.
- Communicate product development progress and updates to senior management.
- Identify and mitigate risks associated with product development.
- Foster a culture of innovation and continuous improvement.
- Ensure effective collaboration and communication within the product development team.

Job Role	Solution Consultant
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Key Responsibilities:

- Work on solutions supporting multiple business areas, integration points and a large number of affected components.
- Communicate Client's business requirements by Constructing easy to understand data and process models.
- Draft and maintain Business Requirement and align them with functional and Technical Requirement.
- Prepare technical reports by collecting, Analyzing and summarizing information and trends.
- Engage client to gather software requirements/business rules and ensure alignment with development team.
- Work closely with QA team for Functional and Integration testing.
- Translate stakeholder requirements into over 10 different tangible deliverables such as functional specifications, user cases, user stories, workflow/process diagrams, data flow/data model diagrams.
- Acts as an owner throughout a solution implementation to ensure customer satisfaction. Provides status updates, escalates issues and manages leadership (business & IT) expectations
- Ensure timely notification and escalation of possible issues/problems, options and recommendations for prompt resolution.
- Maintain project documentation via established project management tools.
- Performs work on all aspects of the business analyst process from end to end (e.g., user requirements, implementation strategy, user training, etc.)
- Define, document and translate high level business requirements into detailed function specifications as outlined by Management, Business Managers, and/or clients
- Actively represents the group at meetings and on projects.
- Work on solutions supporting multiple business areas, integration points and a large number of affected components.
- Communicate Client's business requirements by Constructing easy to understand data and process models.
- Draft and maintain Business Requirement and align them with functional and Technical Requirement.
- Prepare technical reports by collecting, Analyzing and summarizing information and trends.
- Engage client to gather software requirements/business rules and ensure alignment with development team.
- Analyze business processes, gaps in capabilities, as well as appropriate data sources, interfaces and process changes required to address the gaps.
- Translate stakeholder requirements into over 10 different tangible deliverables such as functional specifications, user cases, user stories, workflow/process diagrams, data flow/data model diagrams.
- Create presentations for senior management documenting the vision and current project status.
- Acts as an owner throughout a solution implementation to ensure customer satisfaction. Provides status updates, escalates issues and manages leadership (business & IT) expectations.
- Ensure timely notification and escalation of possible issues/problems, options and recommendations for prompt resolution.
- Facilitate design meetings and demos at all levels, including executive management
- Supports standards and processes for documentation and deployment
- Prepares and documents user stories, specifications, and traceability matrixes.
- Maintain project documentation via established project management tools
- Assists in enforcement of project deadlines and schedules

Job Role	Product Lead
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Key Responsibilities:

- Managing the delivery of multiple complex simultaneous system development projects from design through to release.
- Provide regular and effective progress updates to ensure the management of any delivery risks or issues.
- Participate in reviews and meetings and provide updates on project progress
- Take responsibility for ensuring that risks and issues are identified and managed closely and drive all stakeholders to deliver on time and to the required quality standards.
- Responsible for making key decisions to ensure the successful implementation of all initiatives
- Supporting project resource scheduling and department capacity planning
- Guide team development efforts towards successful project delivery.
- Provide technical leadership to teammates through coaching and mentorship
- Analyze and resolve technical and application problems.
- Identify and encourage areas for growth and improvement within the team.
- Collaborate with other software developers, business analysts and software architects to plan, design, develop, test, and maintain web- and desktop-based business applications built on Microsoft technologies.
- Assist in the collection and documentation of user's requirements, development of user stories, estimates and work plans. Prepare reports, manuals and other documentation on the status, operation and maintenance of software.
- Work on a wide range of projects involving the implementation of new and existing systems, solutions and processes.
- Actively contribute to the process of continual improvement, with regard to self, team and systems
- Develop and implement IT standards and procedures to aid in the development of high quality software. Ensure that all Engineers within the team understand and follow existing IT standards.
- Report and manage upwards to management and the business, so that they are well informed of the work currently in development.
- Ensure that projects are accurately estimated and delivered to schedule
- Contribute to the process of continual improvement, with regard to self, team and systems

Job Role	Senior Software Developer
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Key Responsibilities:

- Develops software solutions by studying information needs; conferring with users; studying systems flow, data usage, and work processes; investigating problem areas; following the software development lifecycle.
- Determines operational feasibility by evaluating analysis, problem definition, requirements, solution development, and proposed solutions.
- Documents and demonstrates solutions by developing documentation, flowcharts, layouts, diagrams, charts, code comments and clear code.
- Prepares and installs solutions by determining and designing system specifications, standards, and programming.
- Improves operations by conducting systems analysis; recommending changes in policies and procedures.
- Updates job knowledge by studying state-of-the-art development tools, programming techniques, and computing equipment; participating in educational opportunities; reading professional publications; maintaining personal networks.
- Provides information by collecting, analyzing, and summarizing development and service issues.
- Accomplishes engineering and organization mission by completing related results as needed.
- Supports and develops software engineers by providing advice, coaching and educational opportunities.
- Coding and testing program modules; assisting in design
- Conducting software analysis, programming, testing, and debugging
- Contributing in all phases of the development lifecycle
- Develop technical designs for application development.

Job Role	Software Developer
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Key Responsibilities:

- Designing, coding and testing software modules that meet design specifications
- Creating, executing and documenting the tests necessary to ensure that an application or technical environment meets performance requirements (technical, functional and user interface);
- Participating in identifying configuration changes to applications so that they meet business process requirements;
- Maintaining, tuning and repairing applications in order to keep them performing according to technical and functional specifications; performing preventive maintenance activities; providing user support.
- Understands client expectations and recognizes when issues/technology limitations/events may affect delivery.
- Test design and codes to ensure that deliverables are error free by utilizing project check sheets and other tools.
- Ensure quality development and adherence to standards.
- Ensure quality development and adherence to standards.
- Work as part of a team developing applications and services using Agile development methods.
- Building new and innovative software programs, tools, utilities.
- Developing the web applications using technologies: JavaScript, React.JS, Angular, Node.JS,

Job Role	Senior Testing Engineer
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Key Responsibilities:

- Contribute to the development, delivery and maintenance of technology-based business solutions
- Participate to the training and coaching or supervision of more junior Testers
- Involved in test coordination activities or assist in business development activities
- To test the Functionality as per the Test plan and respective Test Cases.
- To create & review the Test Cases from the Functional Specifications / Software Requirement Specification document.
- Develop test cases and prioritize testing activities.
- Execute all the test case and report defects, define severity and priority for each defect.
- Carry out regression testing every time when changes are made to the code to fix defects.
- Prepare all reports related to software testing carried out.
- Interact with the clients to better understand the product requirements or in case the design requires any kind of modifications.
- Identify data requirements to satisfy test cases and create and maintain test data
- Demonstrate working functionality/user stories to the product owner and/or during team showcases.
- Participate in team meetings including planning meetings, daily stand-ups

Job Role	Testing Engineer
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Key Responsibilities:

- Responsible for conducting the testing, thereafter analyze the results and then submit the observations to the development team.
- Interact with the clients to better understand the product requirements or in case the design requires any kind of modifications.
- Develop test cases and prioritize testing activities.
- Test new and existing features, debug code (units and integration) and report errors and failures
- Work collaboratively with the developing team to correct errors and participate in testing for product releases.
- Executive all the test case and report defects, define severity and priority for each defect.
- Prepare all reports related to software testing carried out.
- Carry out regression testing every time when changes are made to the code to fix defects.
- Ensure all work meets the guidelines & standards defined for the team and the company

Job title	UX Designer
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Key Responsibilities:

- Understand product specifications and user psychology
- Develop wireframes and prototypes around customer needs
- Communicate with clients to understand their business goals and objectives
- Create concepts, wireframes, and mockups that lead to intuitive user experiences
- Create original graphic designs (e.g. images, sketches and tables)
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like.
- Create wireframes, and design interface concepts and graphic layouts.
- Establish and promote design guidelines, best practices and standards
- Design, develop and implement UIs and ensure optimum performance of the website
- Translate abstract concepts into simple and elegant user interfaces
- Design web page layout and determine technical requirements and update websites
- Work closely with engineers to ensure that product designs are being implemented to design specifications

Job Role	Sales Executive
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Key Responsibilities:

- Maintain and develop relationships with existing customers in person and via telephone calls and emails
- Actively seek out new sales opportunities through cold calling, networking, and social media
- Conduct market research to identify selling possibilities and evaluate customer needs
- Prepare and report on goals, sales, and prospects
- Participate in events and conferences on behalf of the company
- Cold call to arrange meetings with potential customers to prospect for new business
- Negotiate the terms of an agreement and close sales
- Act as a bridge between the company and its current market and future markets.
- Help management in forthcoming products and discuss on special promotions.
- Determining a client's business requirements and whether the products being considered are suitable
- Listen and draw out the concerns/problems of others to identify possible solutions
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- Report and manage upwards to management and the business, so that they are well informed of the work currently in development.
- Ensure that projects are accurately estimated and delivered to schedule
- Contribute to the process of continual improvement, with regard to self, team and systems

Job title	HR Executive
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Key Responsibilities:

- Understanding manpower requisition from the concerned department.
- Coordinate with recruitment agencies.
- Conducting first round of telephonic interview & short listing of CVs.
- Communication with candidates and schedule interviews.
- Ensuring background and reference checks are complete
- Conduct initial orientation to newly hired employees.
- Preparing and giving appointment letter, offer letter to new joiner & sending offer letter through mail
- Maintain Leave Record of all Employees.
- Properly filling relevant documents of the new joiner as required
- Introducing him/her to the team & concern person.
- Issuing relieving letter and letter of experience
- Assisting with day to day operations of the hr functions.
- Handling all issues related to Employee insurance
- Communicating and explaining the organization hr policies to the employees
- Compiling and update employee records (hard and soft copies)
- Deal with employee requests regarding human resources issues, rules, and regulations.
- Communicate with public services when necessary.

Job title	UX Designer Intern
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Key Responsibilities:

- Perform day-to-day duties and tasks assigned.
- Design and code HTML/CSS static landing pages.
- Assist in building/coding out WordPress themes.
- Assist in design websites using tools like Sketch, Photoshop, Illustrator or after effects.
- Manipulating and optimizing photos, graphics, and other images for web.
- Design flows and experiences that are incredibly simple and elegant
- Designing user experience and user interfaces using wireframing tools, HTML, CSS, and Bootstrap.
- Creating elements like logos, banners, buttons, etc. for websites.

Job title	QA- Intern
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Key Responsibilities:

- Documenting the results of the testing in simple Microsoft Excel format
- To read all the documents and understand what needs to be tested
- Based on the information procured in the above step decide how it is to be tested.
- Develop test cases and prioritize testing activities
- Execute all the test case and report defects, define severity and priority for each defect
- Working on target browsers like Google Chrome, Mozilla Firefox, Microsoft Internet Explorer and Microsoft Edge for both desktops and mobile interfaces
- Perform other duties and projects as assigned day to day.

Job title	Software Developer-Intern
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Key Responsibilities:

- Assist in troubleshooting issues on web-based systems.
- Update and edit website content, posts and pages.
- Provide technical support related to web-based systems to internal teams.
- Test and give feedback on new and existing technologies.
- Create prototypes and experiment with new technologies and features as assigned.
- Perform day-to-day duties and tasks assigned.

Job title	Senior Content Writer
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Key Responsibilities:

- Managing the content team
- Create awesome content
- Work along with marketing/ design team
- Execute the strategy and get content prepared
- Analyze competitor content
- Work on the scripts for videos, webinars, etc.
- Passion for creating quality content and making an impact
- Want to create awesome content like Zapier & Hub spot does!
- Knowledge of how SEO works
- Write clear marketing copy to promote our products/services
- Prepare well-structured drafts using Content Management Systems
- Proofread and edit blog posts before publication
- Submit work to editors for input and approval
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)

Job title	Content Writer-Intern
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- **Key Responsibilities:**

- Create awesome content
- Work along with marketing/ design team
- Curate, research design and write blog articles and press releases
- Perform research & outreach
- Develop email newsletter copy
- Reporting

Job title	SEO-Intern
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- **Key Responsibilities:**

- SEO Audit, On-page & Off-page SEO –
- Prepare and develop internal and external link-building strategies.
- Web analytics tools such as Google Analytics, & Tag Manager.
- Review technical SEO issues and recommend fixes.
- Track website performance through GA and Search Analytics.
- Research and Analyse competitor's SEO Strategy.

Job title	Email-Marketing Specialist
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Key Responsibilities:

- Research accounts, identify key players/target audience, and grow our email list.
- Design and implement direct email marketing campaigns
- Proofread emails for clarity, grammar, and spelling -Other duties include running email marketing campaigns end-to-end, managing email databases, and creating newsletters.
- Monitor metrics and improve the campaign performance -Helping marketing team to achieve goals
- Proficiency in all Microsoft Office applications
- Strong analytical and problem-solving skills.
- Excellent verbal and written communication skills
- Strong listening and understanding skills
- Ability to multi-task, prioritize, and manage time effectively
- Internet Savvy. Knowledge of Email marketing tools.