(214) 403-3225
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Dharmesh Shroff

SKILLS

Highly qualified operations and technology executive with a history of building world-class engineering teams and companies. I have spent over 15+ years in the Multi Housing software industry. Have worked with 30+ NMHC top 50 companies to help implement SaaS platform. Product management and business leader expert in leading global Agile teams to build winning products in SaaS and consumer technology environments. Strong people leadership and cross-enterprise program management. Passion for customers and values.

EXPERIENCE

PATTERN, LEHI UTAH — *VP of Technologies*

OCT 2020 – AUG 2022

- Lead engineering efforts for building integration with D2C platforms like Shopify and WooCommerce.
- Lead engineering efforts to build integration with various B2B companies like Amazon, WalMart, Target, Ebay etc.
- Managed 12+ D2C website development on Shopify platform for companies like LondonFog, PureForYou, TrophySkin, Eastpak etc.
- Implement and manage Agile processes across global engineering teams.
- Setup Pattern's India office and hire over 95+ employees for Dev, QA, DevOps, Backoffice, UX, and Design teams.

ENTRATA, LEHI UTAH — *CIO (2008 –2012), VP of Integration & Migration (2013–2019), SVP of Engineering (2019–2020)*

OCT 2008 – OCT 2020

- Develop Technology Vision & Strategy for engineering teams.
- Lead engineering teams to build Integration for the following systems:
    - All major property management systems like Yardi, RealPage, MRI, AMSI, Jenark , Timberline etc
    - Daily feed to ILS companies like, Apartments.com, ApartmentList.com, Zillow, Realtor etc
    - Revenue management systems like YieldStar and LRO
    - 20+ background screening companies like ResidentCheck, SafeRent, Screening Reports TransUnion etc
    - AP and GL export for PeopleSoft, JD Edwards, QuickBooks
    - Positive Pay exports for 60+ banks like Axos, BofA, Capital One, CitiBank etc
    - Utility Billing integration with Conserive and Velocity
    - Lead management integration with Lead2Lease, LevelOne and LTS
    - Integration with BlueMoon for Application Forms
- Lead teams to build migration tools to help onboard clients like Greystar, Lincoln, AIR, Westover, FairField etc. Using this state of the art migration, we were able to migrate over 1 Million units to the Entrata platform which resulted in over $100M in

additional revenue.
- Set the technology roadmap to build Entrata's API and Integration framework to support different authentication & authorization mechanisms, versioning, documentation, scale & integration protocols. This framework was the foundation of Entrata's open platform and served our clients needs to quickly integrate with hundreds of vendors.
- Lead engineering teams to build Entrata's API offering using RPC architecture. Using these APIs, users are also able to run any report in Entrata PaaS and get reports data in JSON format.
- Collaborated with over 50+ vendors to help them build integration with Entrata using our API framework.
- Collaborated with the sales team during the pre-sales process to identify customer requirements.
- Built and managed Entrata's offshore development operation from ground up in Pune, India. There are over 800+ employees currently working in Entrata's India office.

PROPERTY AUTOMATION (DOMIN-8), RICHARDSON TEXAS — *CIO*

DEC 2005 – SEP 2008

- Build and release a new version of TenantPro 7.0 version of property management software version using Microsoft .NET platform. This new version of TentantPro helped increase the revenue from $20M to $30M.
- Built integration with various 3rd party systems to help implement screening, payment processing and GL export.

STONEWORKZ, DALLAS TEXAS — *Director of Engineering*

SEP 2003 – NOV 2005

- Lead engineering team to build a new CMS system from countertop manufacturing operation.
- Built integration with HomeDepot and Lowe's to manage customer orders.
- Built integration between CMS system, WMS system and manufacturing system.

EXE TECHNOLOGIES, DALLAS TEXAS — *Technical Lead*

FEB 2000 – AUG 2003

- Lead a team of developers to build Warehouse Management System.
- Integrate with i2 Technology platform to build logistics integration with the WMS system.

THE ASSOCIATES, IRVING TEXAS — *Technical Consultant*

AUG 1996 – DEC 1999

EDUCATION

OKLAHOMA CITY UNIVERSITY, OKLAHOMA CITY — *MS in Computer Science*

AUG 1994 – DEC 1995

BVCOE, PUNE INDIA — *BS in Computer Science*

JUN 1986 – MAY 1991