

SETHUNATH U N

Enterprise Transformation Leader | Cloud/SaaS & Agentic AI Strategist| Solutions Architect Leader
Driving Large Deals & Measurable Business Outcomes | Pre-Sales Specialist | Executive Storytelling

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Location : Bengaluru, India

Executive Summary

- Enterprise transformation leader bridging enterprise architecture, Cloud/IaaS/SaaS, and business strategy & Pre-sales.
- Built and operated \$80M+ cloud/data center & SaaS practice across aviation, logistics & TTH at 99.99% availability, leading a 65-member multidisciplinary global team at IBS Software.
- Drove / key contributor for \$118M+ TCV deal closures in last 15 years by helping organizations monetize technology and crafting compelling business cases integrating technology, governance, compliance, and Cloud/SaaS strategy.
- At Oracle, served as Master Principal Cloud Architect leading pre-sales and strategic pursuits with ISV customers & partners across cloud / SaaS transformation and OCI adoption and delivered consistent 20%+ QoQ consumption growth through deep exploration of customer requirements mapped to high-value cloud components.
- Combined strategic positioning with architectural and operational excellence to secure executive buy-in, maximize ROI, and build long-term revenue-generating partnerships.
- Strategic value creator aligning cloud economics with corporate P&Ls; trusted advisor to CXOs on transformation, governance, and monetization.
- Extends architecture governance into data and AI - hands-on builder of governed Agentic AI systems across Claude, AWS Bedrock and Google Gemini, with IAM-scoped, Cedar policy-enforced agents on Amazon Bedrock AgentCore.

Core Strengths

- **Cloud Architecture & Platforms:** Enterprise Cloud Strategy (AWS, OCI, Azure, GCP), Multi-Cloud & Hybrid Platforms, Cloud Architecture Frameworks and Landing Zone Designs (OCAF, AWS/Azure/GCP Well-Architected Frameworks), Workload Migration Methodology grounded in EA, High Availability & Cost Efficiency, Hands-on Deployment, least-privilege IAM, network security, Zero Trust principles
- **AI & Governance Architecture:** Agentic AI Engineering, Tool-Calling Loops, MCP Tool Gateways, IAM-Scoped Execution Roles, Cedar Policy Engine Guardrails, AI-Ready Foundations (Data, Governance, Infrastructure), Bedrock AgentCore, MCP, Cedar, Lambda, DynamoDB, Claude API and Vertex AI
- **Enterprise Architecture & Governance:** Reference Architectures, Reusable Patterns & Standards, Architecture Review Boards, DR/BCP Frameworks, 99.99% Availability, Compliance Frameworks, TOGAF
- **Executive Leadership & Strategic Pre-Sales:** CXO Storytelling (Revenue & Risk Alignment), End-to-End Pre-Sales, Multi-Million-Dollar Cloud & SaaS Deals, ROI & Cloud Economics Financial Modeling, Stakeholder Management
- **Cloud/SaaS Operations & Modernization:** Automation-First Cloud Operations, DevOps Transformation, Standardized Delivery Frameworks
- **Financial Strategy & SaaS Business Models:** FinOps, Cloud Cost Optimization, Enterprise Operational Efficiency, Deal P&L Structuring, SaaS Transaction Pricing Models, SaaS Contract & SOW Build & Review

Certifications

- TOGAF 10 Enterprise Architecture Practitioner - The Open Group
- AWS Certified AI Practitioner – Amazon Web Services
- Oracle Cloud Certified Architect Professional, Generative AI Professional, Multicloud Architect Associate, Oracle Autonomous Database Cloud Professional, Migration Architect Professional: Oracle Cloud Infrastructure
- ITIL V3 Service Strategy, Service Operation Intermediate: Axelos

Professional Experience

Mavis Dx Consultants | Chief Advisor (Freelance) | May 2026 to Present

- Advise mid-market ISVs on enterprise readiness: SaaS value selling and CXO messaging, cloud FinOps and TCO/ROI modelling, security compliance and CIS alignment, SaaS operational maturity (99.99% SLA, DR/BCP), and pre-sales and commercial governance - advisory through implementation.
- Built and personally debugged working agents across Claude API (Anthropic), AWS Bedrock, and Google Gemini Enterprise Agent Platform - implementation-level fluency, not just architecture-level familiarity.
- Designed and built a seven-piece architecture on Amazon Bedrock AgentCore end to end - DynamoDB, a least-privilege Lambda tool, an AgentCore Gateway exposing it through MCP, a Harness running the conversation with memory, and a Cedar-based Policy engine at the boundary - with four separately scoped IAM roles, one per hop. Traced a silently failed Gateway target through an absence of logs, isolated a missing IAM permission by reasoning through four candidate roles, and surfaced a guardrail gap between non-deterministic model compliance and deterministic policy enforcement - now central to how I evaluate AI governance architecture.
- Public build log: github.com/sethunathun/flight-ops-agentcore-poc

Oracle India Private Limited | Master Principal Cloud Architect | Jun 2021 to Apr 2026

- Architected and drove \$18M in realized OCI consumption (\$4.5M average ACV) across 16 quarters supporting customer business outcomes across ISVs in insurance, healthcare, logistics, and travel domain.
- Explored accounts for business challenges and opportunities, affiliated to cloud native/IaaS/PaaS components, created/suggested solutions and architecture, guided initiatives and workshops around them to drive 20%+ QoQ consumption growth
- Championed innovative storytelling to assure positive CXO engagement which resulted in addition of 30+ high value key accounts of multi-million TCV.
- Conducted 45+ workload migrations across different ISVs in different domains from On-Prem/AWS/Azure to OCI by strategic positioning, value selling and demonstrated cost effectiveness.
- Structured landing zones, migration roadmaps, and governance models using the Oracle Cloud Adoption Framework (OCAF) - identity and access design, network topology, tagging, and workload placement - across 45+ migrations. Public Cloud OCI charter throughout; the same control-plane and migration disciplines carry directly into Sovereign/Dedicated Region engagements, which layer residency and compliance on an architecture I already own end to end.
- Advised ISV CXOs on AI readiness and SaaSification - assessing organisational, architectural, and data maturity prerequisites before AI adoption, and structuring product SaaSification with financial modelling for long-term revenue sustainability.

Mavis Dx Consultants Private Limited | Chief Advisor (Freelance) | Oct 2019 to May 2021

- Independent advisory practice delivering cloud strategy, SaaS commercialisation, and GTM consulting to ISVs and startups through the COVID-19 disruption, before returning to a leadership role in 2021 for greater scale and impact.

IBS Software Services Private Limited | Vice President & Head of Cloud Services | Dec 2007 to Sep 2019

- Promoted through Manager, Technology Services, Sr Manager & Head of ASP Operations, General Manager & Head of Cloud Services and Associate Vice President & Head of Cloud Services
- Led \$80M+ SaaS, cloud and data center operations delivering 99.99% uptime for 200+ enterprise customers, including 20+ airlines and 10M+ users across Japan, Oceania, wider JAPAC, Americas and EMEA.
- Key contributor to \$100M+ TCV deal closures through pre-sales, solution architecture and strategic consulting with SBUs; partnered with Business Finance on deal P&Ls, standardised cloud cost models and vendor cost management.
- Built, managed and mentored a high-performing global cloud services team of 65, defining skill and learning pathways and delivery standards while scaling SaaS platforms.
- Architected and delivered enterprise-grade AWS deployments for global airline customers including leading airlines in Australia and Europe - designing multi-AZ VPC environments with AWS Direct Connect, ALB, Security Groups, Multi-AZ RDS, EBS/S3/Glacier tiered storage, maintaining 15 mins RPO & 2 hours RTO.
- Owned end-to-end cloud migration strategy and DR architecture for mission-critical airline SaaS platforms from IBS data centres to the AWS Sydney region, with phased roadmaps, hybrid connectivity and governance frameworks.
- Engineered a highly available, multi-tenant Airline Staff & Duty Travel platform on Azure using Azure-aligned architecture patterns - paired regions, Azure SQL Active Geo-Replication and Traffic Manager - integrating GDS (Amadeus/Sabre) and interline APIs, with zero downtime and sub-30-minute DR.
- Steered DevOps and cloud transformation, achieving 20% cost reduction and 70% transaction cost optimization.
- Designed reference architectures and cloud strategies enabling high availability (greater than 99.99%) and 15% OPEX reduction, leading the private-to-public cloud evolution across Oracle and AWS.
- Built and standardized SaaS cost models and delivery frameworks, improving profitability and competitiveness.
- Led private to public cloud evolution using Oracle & AWS clouds, enhancing scalability and availability (>99.99%).
- Established and led the Product Architecture Group as enterprise architecture authority across 6 product lines - chairing architecture review boards, defining EA standards, principles, reusable patterns and decision frameworks, and enforcing traceability from business strategy to execution.

Early Career Highlights

- Architected a high-resilience integrated enterprise system landscape (HRMS, Accounts, Procurement, Fleet Telemetry) for a major marine services provider in Saudi Arabia that ran as its core operating system for 10 years, delivering 25M+ SAR (\$6.5M+) in TCO savings and outlasting a failed SAP replacement.
- Engineered high-availability database architectures across 50+ production RAC systems (1PB+ data) for Merck & Co (MSD) in Singapore - raising availability from less than 99% to greater than 99.99%, cutting provisioning from 3 days to 4 hours, DR recovery to less than 15 minutes and ETL processing time by 75% (\$200K+ annual savings), and accelerating R&D deliveries by 30%.

Education

- MBA (IT&SYSTEMS) : Institute of Chartered Financial Analysts of India (ICFAI)
- PG Diploma, Computer Applications : LBS Centre For Science and Technology
- Bachelor Degree (B.A Economics) : University of Kerala