MANI KUMAR

AEM Solution Architect | AEM Edge Delivery Services (EDS) Architect | Adobe Experience Cloud

Toronto, Ontario, Canada | +1 437-882-1804 | mani.korthivada@gmail.com

linkedin.com/in/mani-kumar-aem | medium.com/@techzette2 | youtube.com/@techzette

PROFESSIONAL SUMMARY

AEM Solution Architect and Adobe Experience Cloud professional with 12+ years of experience architecting enterprise digital experience platforms across Life Sciences, media, telecom and other large-scale environments. Strong expertise in AEM Sites, AEM Assets, AEM Cloud Service, AEM Edge Delivery Services (EDS), headless/content architecture, integrations, MarTech and cloud-first solution design.

Currently leading AEM architecture for a Life Sciences digital ecosystem at Hitachi Digital Services, with a focus on modernizing a large AEM platform, consolidating legacy implementations, improving authoring and delivery patterns, and evaluating EDS and AI-enabled approaches for future digital experiences.

CORE EXPERTISE

- AEM Sites | AEM Assets | AEM as a Cloud Service | AEM Edge Delivery Services (EDS)
- Solution & Enterprise Architecture | Digital Experience Platforms | Headless / Content Architecture
- AEM Templates & Core Components | Content Fragments | Experience Fragments | Workflows
- Cloud Manager | GitHub | Jenkins | CI/CD | Multi-repository / multi-site architectures
- Adobe Experience Cloud | Adobe IO | MarTech | AEP / AJO integrations | Enterprise APIs
- MuleSoft integrations | REST APIs | Microservices | Spring Boot | Node.js
- AI-assisted content and engineering workflows | RAG / automation concepts | Platform governance
- Elasticsearch | BigCommerce / AEM CIF | DAM migration | Security, performance & scalability

PROFESSIONAL EXPERIENCE

Hitachi Digital Services | AEM Architect / Solution Architect

February 2026 – Present | *Toronto, Ontario, Canada*

- Lead AEM architecture for a large-scale Life Sciences digital experience platform supporting patient and HCP experiences.
- Architect modernization of an enterprise AEM Cloud Service landscape, including consolidation of legacy repositories and migration toward a more standardized architecture.
- Define architecture for AEM Sites, reusable components, templates, content structures, Experience Fragments, workflows, integrations and cross-channel delivery.
- Drive AEM Edge Delivery Services (EDS) architecture and adoption strategy, evaluating EDS for high-performance, author-friendly and scalable digital experiences.
- Work across the broader ecosystem including MuleSoft, Adobe Experience Platform (AEP), Adobe Journey Optimizer (AJO), consent services and Veeva integrations.
- Establish architectural governance, reusable patterns, CI/CD standards, feature-flag approaches, environment strategy and engineering best practices.
- Support AI-enabled content and engineering initiatives, including opportunities for automation, impact analysis, content intelligence and developer productivity.
- Partner with Product Owners, engineering, UX, compliance and business stakeholders to translate strategic requirements into scalable technical solutions.

Cognizant | Senior Technology Architect / Technology Architect

February 2023 – January 2026 | *Toronto, Ontario, Canada*

- Led end-to-end AEM architecture for enterprise Life Sciences digital platforms, designing cloud-first solutions for patient and HCP experiences.

- Architected AEM Sites, MarTech integrations, enterprise APIs, content models, feature flags, workflows, tagging and Experience Fragment strategies.
- Worked on AEM Edge Delivery Services (EDS) initiatives, contributing to architecture and implementation patterns for modern, high-performance web delivery.
- Evaluated and applied EDS concepts including content-driven delivery, lightweight front-end architecture, reusable blocks/components and modern publishing workflows.
- Supported an earlier EDS project within Cognizant, building practical experience with the EDS delivery model and its integration into enterprise content ecosystems.
- Established architectural governance, reusable frameworks and development standards across multiple AEM implementations.
- Drove modernization of legacy AEM implementations and supported scalable CI/CD, Cloud Manager and multi-environment delivery practices.
- Championed AI adoption and automation across content workflows, engineering productivity and platform operations.

Bell Media | Solutions Architect

November 2022 – February 2023 | Toronto, Ontario, Canada

- Provided solution architecture for enterprise digital experience initiatives using Adobe technologies.
- Worked with cross-functional teams to translate business requirements into scalable technical solutions.

TA Digital | Principal Software Engineer

April 2021 – October 2022 | Hyderabad, Telangana, India

- Developed and enhanced an AEM Asset Portal with detailed user-group-based permission levels for secure asset management.
- Integrated AEM with Elasticsearch for metadata indexing and improved asset search relevance and performance.
- Built BigCommerce integrations through Adobe IO using Node.js APIs and exposed commerce capabilities to AEM CIF.

Virtusa | Senior Consultant

February 2020 – April 2021 | Hyderabad, Telangana, India

- Designed and implemented Spring Boot microservices for a major telecom client.
- Integrated services with OrientDB and delivered APIs and workflows for network-device and port information.

Deloitte India (Offices of the US) | Consultant / Senior AEM Developer

June 2017 – February 2020 | Hyderabad, India

- Led AEM module development for enterprise implementations and managed end-to-end DAM migration initiatives.
- Developed Linux-based automation scripts for asset ingestion, validation and migration into AEM DAM.

BTA | AEM Developer

September 2015 – May 2017 | Hyderabad, India

- Developed and maintained AEM modules for Intel's enterprise platform.
- Migrated legacy Classic UI components to Touch UI and improved authoring experience.
- Integrated PIM systems with AEM for product-data ingestion, updates and publishing.

Cognizant | Programmer Analyst / AEM Developer

December 2013 – September 2015 | Bangalore, India

- Worked on enterprise AEM implementations and integrated Janrain with AEM for social login, forgot-password and password-reset capabilities.

CERTIFICATIONS & RECOGNITION

- Adobe Certified Expert – AEM Lead Developer
- API Designer

- Certified SAFe® 5 Practitioner
- Adobe Community Advisor
- Applause Award | Best Performance | Spot Award

EDUCATION

Sreenidhi Institute of Science and Technology

Bachelor of Technology (BTech), Computer Science | 2009 – 2013