Ashok Jaiwal

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# Objective

Accomplished and results-driven Software Product Manager with extensive experience in AI, IoT, SaaS and product development. Proven track record in driving innovative projects from conception to execution. Adept at leading cross-functional teams and leveraging cutting-edge technology to create impactful solutions. Recognized for strategic vision, leadership, and the ability to deliver tangible results in dynamic environments. Passionate about leveraging technology to solve complex problems and drive business growth.

# SkilLS

* Software Development
* IoT Product Development
* AI Research & Development
* Regulatory Compliance
* Vendor Management
* Agile Methodologies
* Market Research
* Leadership and Team Management
* Communication
* Pricing and Patent Strategy

ExperiencE

## Sr. Product Manager

### Hubble Connected |Hong Kong Jul 2022 – Present

* Led the development of a cutting-edge smart plush IoT toy designed for children to send and receive voice messages.
* Orchestrated the entire project lifecycle from conception to production, coordinating with four cross-functional teams.
* Directed the firmware development for the ESP-32 chipset, ensuring robust and efficient performance.
* Spearheaded the integration of AI technologies, including Large Language Models, for context-based game development.
* Led TensorFlow research initiatives focused on AI-driven voice emotion detection to enhance user interaction.
* Supervised the development of a companion app, ensuring seamless connectivity with iOS and Android platforms.
* Managed COPPA compliance initiatives, ensuring the product met all necessary child privacy protection regulations.
* Strategically negotiated and managed production operations with three international factories, ensuring seamless execution.
* Oversaw tooling, PCBA development, and product certifications, while successfully managing technology licensing agreements with major industry brands.
* Currently leading the development of the second version of the product, integrating advanced LLM-based AI chat features to further enhance user interaction.

## Chief Product Manager (Co-Founder)

### Lecker Labs |Hong Kong May 2018 – Jun 2022

* Co-Founded Yomee, an award-winning FoodTech IoT product brand, revolutionizing the home yogurt-making industry.
* Successfully planned and executed a crowdfunding campaign, raising $250,000 and securing over 1000 pre-orders, demonstrating strong market validation.
* Led the comprehensive development of firmware with AI-driven trademarked Adaptive Incubation Technology for Arduino.
* Spearheaded the patent application process and strategy, focusing on innovative software features.
* Directed the development of an e-commerce website for selling the product and yogurt-based food and drink recipes.
* Managed the creation of a companion app to control the appliance, implement over-the-air firmware updates, and integrate credit card gateways and payment functionalities.
* Ensured the integration of e-commerce functionality within the app and the development of automatic calorie label calculation software for different recipes.
* Oversaw the software development of an automated recipe finder using barcodes on milk packaging.Participated in a 6-month accelerator program at Food-X in New York City, focusing on fundraising and market penetration strategies, leading to enhanced brand visibility and market reach.

## Chief Product Manager (Co-Founder)

### Ezee Systems | Hong Kong Jul 2015 – Mar 2018

* Acted as the Project Manager overseeing the development of custom firmware from scratch for the Freescale i.MX6 chipset.
* Directed the creation of an operating system for media library display, playback, search, and streaming.
* Led the development of microservices for streaming content and controlling the appliance from mobile phones.
* Managed mobile application development for Apple and Android phones and tablets using the React Native platform, including syncing of photos and videos from users' devices.
* Oversaw desktop application development for Mac and Windows using the Qt platform, including syncing of photos and videos from users' devices.
* Supervised the development of the brand website and blog in WordPress, incorporating multiple language support and an online store.
* Developed a patent application strategy for automatically finding and recommending the deletion of duplicate and useless photos and videos.
* Directed the development of a ripping utility to save DVDs, Blu-rays, and audio CDs directly on the device.
* Successfully raised over $250K USD in crowdfunding and shipped over 3500 units, launching on Amazon Launchpad.

## Product Analyst

### Goldman Sachs | Hong Kong Jul 2012 – Mar 2015

* Introduced a unified dial-in number for over 250 video conferencing facilities, saving over 20,000 hours annually.
* Achieved over 2 million conference calls in six months, saving an estimated 2 minutes per call for 30,000 employees.
* Led the construction of three new video conferencing facilities, reducing costs by 25% and improving operational efficiency.
* Implemented remote monitoring for 300 conferencing facilities, realizing over $2 million annually in operating costs.

### **Software Engineer** Muvee Technologies| Singapore Jun 2009– May 2012

* Built audio and video transcoding pipeline for Sony's PSP, enabling efficient conversion of media files.
* Developed import/export module for videos in Sony cameras, enhancing usability of Sony's camera products.
* Designed and implemented video mixer module, allowing users to combine multiple video streams.

# EDUCATION

## MBA

### Hong Kong University of Science & Technology May 2012

## BSc

### Delhi University Jul 2009