

# Archit Taneja

Sr. Engineering Manager - Partner Identity & Growth @ Amazon Private Brands | Ex - SDE and Sr. PM-T @ FAANG  
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## SKILLS

### LEADERSHIP EXPERIENCE

- 3+ years of Management Exp (Sr. SDEs + PMs)
- 0->1 Product Launches & User Growth
- People Management • Mentoring & Coaching • Strategic Planning & Presentations
- Data-Driven Decision Making
- Cross-Functional Leadership

### AI AND ENGINEERING EXPERIENCE

- MCP • Strands • LangChain • OpenAI API
- Amazon Bedrock • Generative AI Agents
- Retrieval-Augmented Generation (RAG)
- Prompt Engineering • LLM Workflow Automation
- Data Pipelines • Event-Driven Architecture
- Native AWS Tech (Lambda, DynamoDB, SQS, SNS, RDS, API Gateway, CloudWatch, Step Functions)
- Developer Experience Tooling & Internal Platforms

## EDUCATION

UNIVERSITY OF WASHINGTON -  
FOSTER SCHOOL OF BUSINESS - MBA

IIIT- DELHI - B.TECH IN COMPUTER  
SCIENCE

## OTHER ACHIEVEMENTS

### POSITIONS OF RESPONSIBILITY

#### • AMAZON PRIVACY BAR RAISER

- Serve as privacy leader, driving org-wide privacy strategy and ensuring compliance with global privacy laws.

### RESEARCH EXPERIENCE

- [Image Analysis and Biometrics Lab - IIIT Delhi](#) – Researched AI-driven biometric spoof detection; published at [IEEE BTAS 2016](#).

### OPEN SOURCE & COMMUNITY

#### • GOOGLE SUMMER OF CODE – PRISM MODEL CHECKER

- Built 2D/3D visualization tools improving debugging efficiency for global research use.

- **AMAZON DevCon / ProdCon  
SPEAKER & AWARD WINNER**
- Recognized for developer productivity tools adopted by 50K+ engineers and integrated into onboarding guides.

## PUBLICATIONS

A. Taneja et al. **FINGERPHOTO SPOOFING  
IN MOBILE DEVICES: A PRELIMINARY  
STUDY.** IN IEEE BTAS, 2016.

## EXPERIENCE

### AMAZON SENIOR ENGINEERING MANAGER

AMAZON PRIVATE BRANDS - PARTNER GROWTH

Jan 2025 – Present | Seattle

- **Drove 30x YoY growth in partner onboarding (10 → 3K+ partners) and cut onboarding time from 45 to 5 days** by launching [PBCentral](#), an AI-first vendor portal for Amazon Private Brand suppliers and agencies by simplifying complex partner workflows into intuitive, self-service experiences, and implemented an **agent-to-agent (A2A) architecture** to future-proof automation across cohorts.
- **Improved partner retention by 80%+ and enabled 4x faster onboarding** by driving the Authentication, Identity & Authorization roadmap and introducing A/B-tested onboarding flows, fine-grained RBAC/ABAC policies in partnership with Product, Security, and UX.
- **Reduced claims evaluation cycle time from 30 days to 5 days** by owning the LLM and agent infrastructure for Amazon Private Brands; built MCP and agent orchestration tooling that automated multi-step workflows while maintaining human-in-the-loop controls for regulated judgment tasks.
- **Scaled and led a 15-person org of Sr. SDEs, FEEs, and PM/PM-Ts**, coaching multiple engineers and PMs into senior roles,
- **Drove org wide hiring excellence** by conducting 100+ SDE and 20+ PM interviews, mentoring candidates, and defining hiring mechanisms for application engineering roles.
- **Drove operational excellence and agile delivery**, defined KPIs, sprint goals, and mechanisms for roadmap execution and engineering efficiency

### AMAZON MANAGER, PRODUCT MGMT / SR. PRODUCT MANAGER – TECH

AMAZON PRIVATE BRANDS GROWTH

Jan 2021 – Jan 2025 | Seattle / London

- **Managed a team of 4 PM/PM-Ts** across Hardlines, Softlines, and Consumables to build and operationalize a **throughput model** using task dwell, SLA, and headcount data – automated bottleneck detection and process improvements that **doubled throughput** and projected a **\$500M GMS uplift in 2025**.
- **Achieved highest CSAT and usage across Private Brands** by authoring and delivering PRFAQs/PRDs to VP-level leadership that established a long-term vision for PLM and workflow management based on customer interviews, benchmarking, and UX research insights.
- **Scaled the PLM workflow platform from 0 → 100K+ tasks and 1K+ MAUs** while tracking \$1B+ GMS; delivered 20+ product development workflows and **saved 10K+ hours annually** through configuration intelligence, automation, and deep collaboration with UX, SDEs, PMT, and Process Engineering teams.

### AMAZON SOFTWARE DEVELOPMENT ENGINEER

AMAZON PRIVATE BRANDS

Dec 2019 – Jan 2021 | Seattle

- Built **scalable data pipelines in Java and Scala using AWS Glue and Amazon Athena** for Amazon Private Brands across **100K+ ASINs**, generating actionable insights from **100M+ records** to optimize product decisions and supplier engagement across global e-commerce workflows.
- **Designed and implemented task and team management systems** powering Amazon Private Brands' product development with 100K+ tracked tasks.

### AMAZON SOFTWARE DEVELOPMENT ENGINEER (I / II)

WORLDWIDE CUSTOMER RETURNS AND RECOMMERCE

Jan 2015 – Dec 2019 | Hyderabad, India

- **Reduced routing latency by 70% and configuration time by 66%** by redesigning return routing and carrier selection systems; added dynamic load-balancing algorithms and built rule authoring tooling for business operators.
- **Enabled 15% of all US customer returns to be processed through automated store workflows** by building a workflow management system used across 500+ Whole Foods and partner stores, improving reliability of container tracking and reducing manual overhead.