

Aswin Natarajan

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SUMMARY

Engineering leader with 15+ years of experience driving large-scale data, AI, and platform systems at Amazon, Google, Meta, Tezos, and Mercedes-AMG Petronas F1. Skilled in building and scaling high-performing teams, delivering resilient distributed systems, and fostering a culture of innovation and excellence. Inventor of 4 patents in machine learning.

EXPERIENCE

Head of Engineering Software

Mercedes-AMG PETRONAS Formula One Team

March 2025 – September 2025, Brackley

- Led software engineering at Mercedes-AMG Petronas F1, responsible for core systems enabling car performance analysis, simulation, and real-time race decisions.
- Modernised the real-time telemetry ingestion and model orchestration platform at F1 scale handling tens of thousands of signals per second with sub-100ms latency to support race-critical simulations.
- Led the productionisation of the first AI-driven virtual sensors, enabling the eventual replacement of physical sensors, reducing car weight and enhancing on-track performance.
- Introduced AI-assisted developer technologies which accelerated development cycles, improved code quality, and boosted overall developer velocity.

Senior Engineering Manager

Trilitech

January 2023 – January 2025, London

- Built and scaled engineering teams delivering Web3 platforms on Tezos blockchain.
- Launched a secure, user-friendly wallet across web & mobile platforms supporting advanced blockchain features.
- Built a digital collectibles platform adopted by Manchester United & McLaren, processing millions of blockchain transactions.
- Deployed generative AI-powered chat games leading to increased engagement and user acquisition.

Engineering Manager

Meta

October 2021 – November 2022, London

- Established new engineering team and led strategy for centralized data & measurement platform in customer support.
- Created multi-year vision and quarterly execution roadmaps across cross-functional teams.
- Delivered scalable pipelines processing millions of customer interactions daily enabling accurate support metrics, faster issue classification, and AI-driven automation.

Engineering Manager

Google

March 2020 – September 2021, Bangalore

- Led security and reporting teams in Google Workspace, supporting a global user base of billions of end users and millions of workspace admins.
- Built features delivering real-time alerts/insights which provided workspace admins with immediate visibility into security threats, reducing incident response time.
- Unified security rules, alerts, and reporting across Gmail, Drive and other workspace products.
- Migrated reporting infrastructure to BigQuery, which modernized the stack, cut query latency, and improved scalability for enterprise reporting.

Vice President Of Engineering

AnswerIQ (Acquired By Freshworks)

June 2017 – March 2020, Bangalore

- Site lead for India development center; scaled a 25-person org from scratch.
- Developed AI SaaS platform for customer support automation, adopted by Expedia & Groupon, processing tens of thousands of tickets per day, reducing resolution times and operational costs.
- Designed extensible integration layer with Salesforce, Zendesk, ServiceNow, MS Dynamics enabling seamless adoption across multiple enterprise ecosystems for business growth.

- Migrated infra from AWS to Microsoft Azure which lowered costs and aligned with strategic enterprise partnerships.

Head Of Engineering

Jumbotail.

October 2015 – May 2017, Bangalore

- Founding employee at Jumbotail, a B2B wholesale e-commerce startup.
- Scaled a high-performing engineering org from scratch, provided technical direction, established engineering processes and best practices, and fostered a strong engineering culture.
- Led the architecture and implementation of a comprehensive, scalable technology infrastructure including an Android app, over 20 microservices, and web portals.

Software Development Engineer/Manager

Amazon

December 2009 – September 2015, Bangalore

- Led ML engineering team, delivering scalable ML algorithms for company-wide platform.
- Built Predictive Help, Targeted Marketing, and Customer Segmentation — improving engagement.
- Designed scalable content generation for transactional emails (millions/day).
- Conducted 350+ interviews as Amazon bar raiser.

Software Engineer

Intel Corporation

January 2009 – December 2009, Bangalore

- Developed Intel graphics driver for Windows 7 supporting switchable graphics.
- Redesigned display mode enumeration to optimize for new Windows driver model.

EDUCATION

MBA

Minor in Enterprise Management • IIM Bangalore • Bangalore • 2016

BE in Computer Science

BITS Pilani • Goa • 2009

CERTIFICATIONS

Neural Networks and Deep Learning

DeepLearning.AI
