

# NIRMIL SHAH

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## EXPERIENCE

### Amazon Web Services, Herndon, VA, USA

#### Sr Technical Product Manager

July 2024 – Present

- Owned end to end launch readiness for the regional Bedrock GTM, proactively identifying and decoupling non-essential dependencies through dependency analysis to mitigate integration risks. Accelerated Sonnet 3.5 and Nova availability by 15 days, unblocking Lighthouse customers' product development timelines and preventing potential customer churn.
- Led discovery with 15+ engineering teams to identify document search friction as the #1 BOD workflow bottleneck; expanded internal tooling into an AI document intelligence product (Claude Sonnet 3.5) by defining requirements and building an automated metadata pipeline improving search precision by 35% and self-service document access by 19%.
- Conducted discovery with 70+ enterprise customers to identify global service availability and feature parity as critical unmet needs; authored a PRFAQ and defined a 0-to-1 customer-facing product availability portal, driving alignment across 100+ service team leaders. Validated product-market fit with 500K+ monthly page visits and 35K+ report downloads; roadmapping a "Notify Me" CTA to build a demand funnel and data-driven regional rollout prioritization framework.
- Instrumented SQL performance telemetry to surface that enterprise customers lacked automated storage tuning, creating cascading impacts on pricing predictability and workload performance; used observed latency and error rate signals to define requirements and partner with data science to build an ML-based adaptive tuning engine. Reduced transaction latency by 13%, improved data durability to 99.999%, and eliminated manual tuning overhead for enterprise-scale workloads.
- Identified gaps in the Cloud Billing & Pricing lifecycle through hands-on domain expertise; defined an automated governance framework and standardized PLR workflows for regional infrastructure expansion. Accelerated time to market by 33%, reduced operational overhead by 19%, and decreased post-launch pricing calculator and feature pricing issues by 17%.
- Owned product strategy, customer relationship, and launch readiness for Yahoo Taiwan's in TPE region; defined infrastructure requirements and led cross-functional delivery to launch enterprise workloads 20 days ahead of schedule. Secured and protected a \$25-35M ARR strategic engagement, yielding 40% cost savings and 30% faster time-to-market for the customer.
- Drove regional launch readiness for Bedrock by aligning 3-5 cross-functional dependency teams and securing L8+ commitment on resourcing and priorities. Validated product-market fit through customer feedback and technical scalability testing, successfully unblocking 3 Lighthouse customers and accelerating their AI/ML workload deployment ahead of schedule.

### Career Now Brands, Royal Oak, MI, USA

#### Product Manager

Oct 2021 – July 2024

- Partnered with business stakeholders across education, retail, gig, and transportation verticals to identify critical gaps in advertiser measurement capability; defined product requirements and roadmap for a compliant data onboarding platform and API layer across Snowflake, Kafka, AWS, and BigQuery. Enabled real-time ingestion and curation of advertiser signals at scale supporting 6M+ unique customer profiles with 1-3M new applicants processed monthly.
- Owned roadmap for a B2C Ads Measurement & Reporting platform serving 6M+ customers; drove conversion optimization through A/B testing on application flows, UX microcopy, and CTA positioning lifting lead conversion by 19% and achieving 23% conversion lift through experimentation. Defined metrics frameworks and dashboards that became the single source of truth for advertiser performance measurement.
- Defined personalization strategy connecting MarTech (Braze, Zapier) and call center (Five9) via CDC pipeline into a unified CDP, replacing generic campaigns with real-time personalized outreach improving CTR by 17%, reporting efficiency by 37%, and reducing operational overhead by \$100K annually.
- Collaborated with Sales and Ops to translate abstract measurement goals into technical onboarding plans, reduced friction and improved delivery velocity.
- Acted as SME for analytics APIs and ML-based attribution partnered with customer success and engineering to drive adoption and onboard strategic partners.
- Instilled experimentation culture across squads, mentoring product and engineering peers in first-principles design and insight-driven feature rollout.

### Data Engineer

Sep 2020 – Oct 2021

- Overseeing and developing ELT pipelines using Matillion, Airflow on Snowflake using languages like SQL, PostgreSQL, Python and Jython. Designed and implemented a comprehensive ELT data migration solution aimed at facilitating seamless transitions and enabling advanced analytics.
- Developed and deployed inhouse solution for Incremental jobs, which decreased the CPU utilization by 30% and reduced costs by \$12k.
- Implemented RAG pipelines, agent forwarding, and Reinforcement Learning from Human Feedback (RLHF) to enhance model performance and efficiency.

**ACMEUNIVERSE i-TECH, Ahmedabad, GJ, IN**  
**Product Manager/Data Engineer**

**Jun 2016 – Jul 2018**

- Led a team of 3 data analysts to deliver B2B enterprise client projects; conducted multi-dimensional analysis across internal source systems to surface market trends, customer buying patterns, and cross-product associations driving a 17% revenue increase for enterprise clients.
- Applied NLP (TF-IDF vectorization) and statistical A/B testing to optimize product lifecycle decisions; built actionable data visualizations translating complex datasets into client-facing insights, reducing project lifecycle by 10% and maintenance costs by 5%.
- Utilized distributed system and build data pipelines using Python, SQL, Hadoop, Cloudera, Hortonworks, hive, PySpark, Apache cassandra, PostgreSQL, even built ETL pipelines, for product impact on different marketing channels.
- Have experience in ER modeling and Dimensional Modeling, even analyzed existing and designing new star schema and 3rd Normal data models to support data entry, trend analysis, and status reporting using data.
- Performed data wrangling / SQL for extraction of data and performing Exploratory Data Analysis and Data Cleaning. Developed visualization concepts to map and simplify interpretation of heavily numeric data and reports.

**EDUCATION**

**Master of Science**  
Project Management  
**Master of Science**  
Data Science  
**Bachelor of Science.**  
Electronics and Communication

**New England College**  
New Hampshire, US  
**New Jersey Institute of Technology**  
New Jersey, US  
**Gujarat Technological University**  
Gujarat, India

**PROFESSIONAL CERTIFICATIONS**

Certified Scrum Master (CSM), 2023  
Certified Scrum Product Owner (CSPO), 2023