NIRMIL SHAH

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EXPERIENCE

Amazon Web Services, Herndon, VA, USA
Sr Technical Product Manager   July 2024 – Present
- Led end-to-end cross-functional infrastructure delivery for Yahoo Taiwan, launching enterprise workloads 20 days ahead of schedule, yielding 40% cost savings and 30% faster time-to-market.
- Optimized the Bedrock go-to-market roadmap by identifying and decoupling non-essential external dependencies; proactively mitigated integration risks two weeks in advance, enabling the regional launch of Sonnet 3.5 and Nova and accelerating AI access for Lighthouse customers by 15 days.
- Productized the Cloud Billing & Pricing lifecycle by architecting an automated governance framework for regional infrastructure expansion. Accelerated time-to-market for high revenue services by 33% and reduced operational overhead by 19% through standardized product launch readiness (PLR) workflows.
- Unblocked critical Cloud SQL/Managed Database deployments by redefining rollout sequencing and canary readiness. Improved build velocity by 19% and preserved a strategic SAP partnership by ensuring predictable, high-availability delivery.
- Elevated mission critical cloud storage performance and resiliency by driving a strategic migration to high performance, SAN-optimized block storage; engineered a machine learning based adaptive tuning engine that reduced transaction latency by 13% and improved data durability to 99.999% for enterprise-scale workloads.
- Pioneered the AI transformation strategy for the global Basis of Design (BOD) roadmap; architected an automated metadata pipeline and integrated AI-based LLM's (Sonnet 3.5) to launch an internal document intelligence platform. Improved search precision by 35% and drove organizational adoption through stakeholder led UX iterations and AI literacy initiatives.
- Strategically aligned leadership (L8+) to accelerate Lighthouse customer deployments, mitigating cross-functional risks to deliver high-visibility AI/ML services ahead of schedule. Leveraged operational agility to bridge technical gaps, ensuring product-market fit and validating service scalability for global rollout.

Career Now Brands, Royal Oak, MI, USA
Product Manager   Oct 2021 – July 2024
- Designed scalable API and data products integrating Snowflake, Kafka, and BigQuery; powering ingestion, transformation, and activation of ad interaction data for real-time B2B decisioning.
- Delivered AI-enhanced attribution and reporting leveraging GenAI models (LLaMA, Phi) and embedding agentic workflows increasing cross-channel attribution precision and lead performance by 19%.
- Supported product onboarding and experimentation for advertisers with real-time dashboards and reporting pipelines improving usability and reducing reporting ops costs by $100K.
- 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
- Product Managed and lead a team of 3 Data Analyst to deliver business projects.
- Accomplished deep dive analysis on data from multiple internal source systems to generate multi-dimensional insights on market trends, customer buying patterns and customer associations across products which helped us to increase revenue by 17%.
- Implemented actionable insights by creating pie charts, in seaborne and matplotlib and helping to reduce project's overall life cycle by 10%. Even carried out A/B testing using statistical analysis to optimize and decrease maintenance cost by 5%.
- Conducted extraction of vital information from the document using NLP with TF/IDF vectorization.

- 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	**New England College**
Project Management	New Hampshire, US
Master of Science	**New Jersey Institute of Technology**
Data Science	New Jersey, US
Bachelor of Science.	**Gujarat Technological University**
Electronics and Communication	Gujarat, India

PROFESSIONAL CERTIFICATIONS

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