

# DEV IYER

## Product & Growth

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Senior/principal PM with deep fluency in design and engineering. I've driven \$200MM+ in revenue, shipped 40+ products, and scaled many teams. I can prototype and ship technical products end-to-end while leading high-velocity teams through ambiguity.

## EXPERIENCE

**Sabbatical + Product Engineer** San Francisco, CA  
Various startups May 2024 – Present

- Traveled to 12 countries; trained Muay Thai under a 2x world champion; became a certified personal trainer, nutrition coach, and open water scuba diver.
- Completed full-stack web development and generative AI coursework; shipped multiple solo MVPs using React/Node/NextJS and AI infrastructure.
- Founded and organized a 1,000+ person event series in SF with OpenAI speaker to explore the future of AI interfaces. Grew into an HCI collective with 2k+ members.

**Senior Product Manager** San Francisco, CA | Seattle, WA  
Twitch / Amazon Oct 2019 – Apr 2024

- Summary: Led monetization at Twitch; drove \$180MM+ annual revenue through 0→1 and 1→n launches. Built and scaled 4 teams, shipped 30+ products and experiments, mentored 5 PMs, and was consistently rated “exceeds expectations”.
- Built Twitch Charity, enabling 2MM creators on Twitch to fundraise for >600k charities in 36 countries; partnered with PayPal Giving Fund; exceeded adoption goal (70% vs 25% goal) and generates >\$6MM annually in charity donations
- Built Creator Goals, so creators can set follower/sub goals; Twitch’s highest-adopted opt-in product (80% creator adoption); drove +12–16% subscription revenue uplift and +60% follower growth for channels (\$100MM+ revenue/year).
- Built Twitch’s Mobile strategy; assembled cross-org team and launched chat, activity, and spend overlay mode on iOS/Android; +22% in mobile spend actions, +40% in mobile chatting, +12% increase in daily mobile watch time.

**Growth Product Manager** New York City, NY | Berlin, DE  
SoundCloud Sep 2017 – Sep 2019

- Summary: product owner for SoundCloud's growth engineering tools (Braze, BigQuery, etc.) and infrastructure (175MM+ monthly reached users). Team focused on shipping experiments to increase listener and creator engagement + retention.
- Built onboarding flow on mobile for new users to add personalization to their music recommendations. Increased D0 listening time by +22%, D7 user retention by +33% and total logged-in listening time by +6%.
- Built web and mobile notifications to enable creators to get notified of listener activity on their tracks. Increased M1 creator retention +23% and M1 re-upload rate +42%. Reverse-engineered infra stack to ship initial experiment in under 2 weeks.

**Product Manager** Atlanta, GA  
IMMCO Sep 2016 – Jun 2017

- Scoped and led v2 of iBISS, a fiber-optic drafting software. Ran customer discovery with Comcast and AT&T construction managers to guide product direction.
- Partnered with CTO to convert iBISS (9k DAUs) from from a monolith to microservices, improving real-time scalability and maintainability.

## EXPERTISE

Skills	Programming
Product Management	HTML/CSS
User Research	SQL
Product Strategy	Javascript
UX Design	TypeScript
Leadership	Git
Design Thinking	React
Data Analysis	NextJS
Experimentation	NodeJS
Software Engineering	Bash
Product Marketing	Python

Software	AI / LLMs
Figma / FigJam	LLMs: ChatGPT, Claude, Gemini
Linear / JIRA	Dev Tools: Cursor, Replit, Vercel AI SDK
Notion / GDocs	Skills: Prompt Engineering, Evals, Fine-Tuning, RAG
Slack	
Amplitude	
Mode, Tableau	
AWS (S3, EC2, etc.)	

## COURSES

**Full Stack Web Engineering**  
The Odin Project [Dec 2024 – Mar 2025]

Full-stack web engineering (vanillaJS, React, Node, Express) with computer science foundations. Projects include:

- OdinBook - p2p messaging web app
- Battleship - vanillaJS implementation

**Generative AI Fundamentals**  
Udacity [Oct 2024 – Dec 2024]

Foundational model fine-tuning, Prompt Engineering, RAG applications, Vector Databases, Langchain. Projects include:

- Custom Document Parser and Chat Bot
- Personalized real estate bot

## INTERNSHIPS

**OpenGov | Sales & BD**  
Palo Alto, CA | 2014

**8VC | Venture Capital Quant Analyst**  
San Francisco, CA | 2013

**International Trade Administration**  
Washington, D.C. | 2012

## EDUCATION

**BA, International Political Economics**  
University of Georgia | Aug 2010 - Dec 2014  
TEDxUGA (founder), HOPE Scholarship, Dean’s List, Roosevelt Policy Institute