

Priyam Singhal

ENTREPRENEUR &
SOFTWARE ENGINEERING
LEADER

GET IN TOUCH



About me

I am from a small town Hapur in Uttar Pradesh State of India. My father is in construction business and my mother is his support system. Growing up I always wanted to be a lawyer but destiny had something else planned for me. I went to complete my bachelor's in Information Technology from a private college in Greater Noida and joined Tata Consultancy Services (TCS) as a Software Developer. In 2011 I started working for Apple (as a Contractor through TCS) and moved on from Automation Development Engineer to Mobile Software Developer. During this time, I met my soulmate Devanshu and transitioned into a new phase of my life. In 2016, I went on to join Amazon, specifically their Visual Search product team as Software Development Engineer. After spending 3 years at Amazon as a Software Development Engineer I was offered to manage the mobile development team in the same organization and as any other aspiring professional, I took it. During my time at Amazon I went through several ups & downs and worked on several projects. This included experiencing motherhood in addition to several accolades and promotions at work & personal life both. In December 2024, I made the bittersweet decision to resign from Amazon—a place that has been an integral part of my life. Visual Search was my first baby, and it will always hold a special place in my heart. I am incredibly grateful to everyone I worked with, learned from, and collaborated with over the years. The experiences I had shaped me into the professional I am today.

For some, this might come as a surprise, but my close network knew that this has been on my mind for quite some time. Like many professionals in their mid-thirties, I found myself reflecting deeply on my role in this world. My husband would often joke, "Kya hum yaha yehi karne aye hai?" (Are we here to do just this?), playfully pointing at the autopilot routine of life.

While he is fully committed and thriving in his career, his words planted a seed in my mind. I felt an itch to break out of my routine and do something more creative—something that truly contributes to society. But between work and home commitments, I struggled to find the time. Even with a loving and supportive family, I couldn't shake the feeling of being underappreciated at work. That's when I made a decision: I needed to give myself an option—a chance to build something awesome. I didn't want to look back 10 years from now and regret not even trying.



A person is silhouetted against a sunset over the ocean, holding up a phone to take a photo. The sky is a mix of blue, orange, and yellow, with waves breaking on the shore. The person is standing on a rocky outcrop in the foreground.

Experience

FOUNDER

2025 - present, Building Something Awesome

SOFTWARE DEVELOPMENT MANAGER

2019-2024, Amazon

HEAD OF OPERATIONS

2023-2024, Me2We (Stanford GSB LEAD)

SOFTWARE DEVELOPMENT ENGINEER

2016-2019, Amazon

SOFTWARE DEVELOPMENT ENGINEER

2010-2016, Apple (via TCS)

Get in touch



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