

SHAIMAK REDDY

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Results-driven PM with comprehensive AI experience. Proficient in data-driven decision-making, strategic product management, enhancing user engagement, cross-functional collaboration and stakeholder alignment.

WORK EXPERIENCE

Samsung Electronics, HQ, South Korea

Aug'19 – Present

Senior Product Manager, AI Team

Senior PM for Bixby (AI Assistant), Galaxy AI with over 300M registered users globally

LLM-Driven Innovations	<ul style="list-style-type: none">Natural Bixby: Spearheading release of LLM driven conversational experience with extended context, aims to increase user retention by 50% and engagement by 30%Extended Reality (XR): Core member, porting LLM-based Bixby to AR/VR headset in partnership with Google for upcoming release
AI Personalization	<ul style="list-style-type: none">Personal Voice: Oversaw end-to-end product development for 'Custom Voice Creator' platform application, which has 10M+ active users and gaining global media attention³Smart Suggestions: Introduced smart IoT cards that provide personalized hints for users to control their devices, improving traction by 3x among ecosystem users
Process Optimization	<ul style="list-style-type: none">Voice wake-up Enhancements: Improved user on-boarding and wake-up usage by 15% by streamlining onboarding process and implementing a training-less wake-up featureOffline Processing: led a multi-year project as lead PM, achieving 35% faster processing and 25% server cost savings. Extended the solution to external apps like Keyboard and Text Call¹, and received the "Best feature in AI Team" award in 2021.
Product Innovation	<ul style="list-style-type: none">Bixby Labs: Introduced parallel pathway within the app, granting users early access to admin-controlled beta features, which enhanced engagementCustom Wake-up: Pioneered the release of an experimental feature allowing users to activate Bixby using any term, achieving a commendable 17% adoption rate²

Opera Solutions, Delhi, India

Jul'15 – May'17

Business Analyst

- Aided Govt. of India to seize USD \$1.5B post demonetization by identifying income tax evaders and 180K fraud accounts from USD \$175B cash deposits using big data analytics
- Reduced 30% on ground efforts by identifying evaders with high IT notice response chance.
- Saved 50% process time in risk mitigation by creating an accessible VBA dashboard to access clustering algorithm results for Big 4 Audit firm.

EDUCATION

Indian Institute of Management, Bangalore, India

2019

Masters in Business Administration

- Director's Merit List awardee; MBA Exchange Student to **HEC Paris**, France, 2018
- Summer Associate, Deutsche Bank**: Developed a proof of concept for a new index in interest rates curve space. Achieved a Sharpe ratio of 1.25 using momentum risk factor among 10+ currencies over 15 yr period.

Indian Institute of Technology, Bombay, Mumbai, India

2015

Bachelors in Technology, Electrical Engineering

- All India Rank 3** among 450,000+ students in IIT-JEE, entrance examination⁵
- Research Intern, IIM Ahmedabad**: Achieved 90.8% accuracy in sentiment analysis of book reviews using Python-based machine learning models and natural language processing (NLP) techniques⁴
- Erasmus Mundus scholarship awardee, exchange student to UPV, Spain, 2013-14