SHASHANK PRASANNA

shashankprasanna.com

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PROFILE

- Developer Relations leader with 15+ years building and growing AI/ML developer communities at Apple, NVIDIA, AWS, Meta, and Modular.
- Proven track record defining and executing comprehensive developer engagement strategies across the entire developer journey - from awareness and consideration to evaluation and adoption.
- Hands-on educator and recognized AI/ML evangelist with 100+ deeply technical talks, keynotes, workshops, and published articles covering open-source frameworks, AI cloud infrastructure, on-device ML, and specialized AI accelerators. Portfolio: **shashankprasanna.com.**

WORK EXPERIENCE

Apple - *AI/ML Technologies Evangelism* *Aug 2024 - present*
(1) WWDC: Responsible for planning and executing all AI/ML developer content at Apple WWDC covering LLM Foundation Models, MLX, and on-device ML APIs. Own developer messaging across all sessions and coach speakers to tell their stories with clarity and impact (2) Adoption: Defining and executing a targeted developer engagement plan to drive adoption of newly announced frameworks and APIs among top-priority app developers. (3) Community: Work with community leaders for scaled outreach through global communities.

Modular - *AI Developer Advocacy & Developer Marketing Tech Lead* *June 2023 - Aug 2024*
Lead developer marketing and advocacy activities for Mojo and MAX products. Owned and executed (1) launch marketing plan (2) developer content strategy (3) community growth plan. Authored and serve as editor for Modular developer blogs. Managed and created videos for Modular YouTube channel, creator and host Modular Community Q&A Livestreams. Created and ran Modular workshops at conferences.

Meta - *PyTorch and ML Open-Source Developer Advocate* *Sept 2022 - June 2023*
Lead ML OSS and PyTorch developer engagement activities. Responsible for PyTorch 2.0 launch, awareness & education: 1/ Developed and executed PyTorch 2.0 launch developer content strategy 2/ Planned and hosted PyTorch 2.0 ask the engineers livestreams with PyTorch and Partner engineers. 3/ Partnered with Linux Foundation and PyTorch foundation members (AWS, Microsoft) on developer training content. 4/ Authored one of the most popular PyTorch 2.0 deep dive blog posts

Amazon Web Services - *AI/ML Technical Evangelist* *Jan 2019 - Sept 2022*
Lead AI&ML developer relation activities for North America, and covering AI/ML open-source frameworks and container technologies, specialized AI hardware accelerators (GPUs, Intel Habana Gaudi, AWS Inferentia & Tranium chips) and AWS ML services (Amazon SageMaker, EKS). Evangelized AWS AI/ML services worldwide through (1) deeply technical talks and workshops partnering with Meta and Intel (2) scaling evangelism through AWS Heros and builder communities 3/ Influencing product roadmap as the voice of the developer.

NVIDIA - *Technical Developer Product Marketing, Deep Learning* *Jan 2016 - Jan 2019*
Established and lead developer marketing programs for NVIDIA's GPU-accelerated deep learning software. Launched key NVIDIA libraries cuDNN, NCCL,TensorRT, GPUs support for Containers/Kubernetes and helped grow developer community for starting with zero developers. Helped shape NVIDIA library strategy by organizing and running the DL framework advisory board (PyTorch, TensorFlow, MXNet, Chainer, Caffe, Theano, more). Editor and author for NVIDIA developer blog.

MATHWORKS - *Product Manager, Statistics & Machine Learning* *Sep 2011 - Jan 2016*
Sep 2013 - Jan 2016: Owned product strategy for statistics, machine learning and data analytics business areas.

Lead the development of product roadmaps, annual marketing plans, and launch plans. Create developer technical developer focused content such as webinars and demos (1) Statistics and Machine Learning Toolbox (2) Deep Learning Toolbox (3) Curve Fitting Toolbox.

Jul 2011 - Aug 2013: Application engineer responsible for sales support projects for the MathWorks Machine Learning, Statistical Analysis, Data Analytics and Computational Finance product areas.

ORACLE - *Software Developer* *May 2008 - July 2009*
C++ software developer responsible for product design and development projects for Oracle Siebel CRM

EDUCATION

Arizona State University *July 2011*
M.S. in Electrical Engineering
Thesis: Directional Information Flow and Applications.

National Institute of Technology Karnataka, Surathkal *May 2008*
B.Tech. in Electrical and Electronics Engineering