

# Shayaan Naik

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## EXPERIENCE

### Amazon

New York, New York

PM, Delivery Technology Organization (DTO)

Dec 2023 - Present

- Owned the glide path for a VP goal to increase delivery accuracy by 51 bps across ~150M monthly customer deliveries, achieving an average monthly favorability of 12 bps through driving 3+ engineering changes to the Amazon Flex mobile app
- Presented business requirement documents (BRDs) to achieve a 20% reduction in quality defects for ~40k Amazon Flex drivers, leading to new product functionality that mitigates driver fraud through the integration of 5 new data signals
- Led a mechanism across 6 cross-functional teams (40+ PMs) to discuss alignment on 10+ project priorities and competing glide paths, resulting in a 15% increase in productivity and the ability to scale 3 geo-specific BRDs across North America
- Designed A/B experiment analysis to measure the effectiveness of different content distribution strategies (email versus newsfeed) for Amazon Flex learning articles, resulting in a ~11% decrease in repeat defects for Amazon drivers (test group)

### Meta (Facebook)

New York, New York

Product TPM, Messenger and Instagram App

May 2022 - Sept 2023

Performance: Exceeds Expectations on all reviews to date (top ~35%)

- Designed 5+ product requirements for Generative AI features with 5+ Engineering Leads to optimize technical resource allocation (servers, CPUs, caching) with product performance goals (user scalability, retention, ad monetization)
- Drove a program across 30 XFNs to build Gen AI tooling for 300+ Engineers to increase developer efficiency by ~30% across ~1k daily tasks, scaling adoption from 20% to 80% of Instagram and resulting in a 10% decrease in time-to-launch Q/Q
- Implemented data engineering programs for ~300k beta Instagram users to 2x the quantity of actionable feedback ingested into product roadmaps, increasing GTM development speed by 15% and resulting in a 9% uplift in net promoter score (NPS)
- Led launch programs to grow the Community Messaging product from 5M to 15M monthly active users (MAU) by aligning 50+ engineers on DevOps to achieve product-market fit (\$2B market), increasing ad monetization revenue by 7% Q/Q
- Led a program to increase compliance to a pre-launch checklist for 40+ Messenger products across 120+ Engineers and 20+ Product Managers, reducing post-launch quality defects by 10% and increasing accuracy of GTM adoption forecasts by 6%

### L.E.K. Consulting

Los Angeles, California

Senior Associate, Tech Product Strategy & Management

Jan 2021 - May 2022

- Designed engineering programs and ML/AI tooling to enable F500 Product Technology VPs to identify content and revenue opportunities across 36M customer transactions, resulting in a ~8% Q/Q increase in subscriber retention and revenue
- Led programs to enhance product operations for F500 launches through standardizing financial and market research analysis across ~15M monthly subscribers, resulting in a ~10% increase in GTM customer acquisition (6-month horizon)
- Improved the profitability of a F500 M&E news subscription service (~5M MAU) by managing the end-to-end delivery of features to support a new content acquisition strategy, resulting in a ~5% Q/Q increase in profit and a ~8% increase in c-stat
- Led A/B experiment programs for a M&E Streaming Platform (~8M MAU) to enhance product requirements for streaming 4K titles, resulting in a ~8% increase in weekly usage (minutes) and a ~4% gain in ad revenue from monthly subscriptions
- Developed the go-to-market strategy for F500 product features impacting ~300k MAU by analyzing insights across ~4K user feedback surveys, implementing a new pricing strategy with an estimated ~\$35M uplift in revenue than previous model YoY

### Booz Allen Hamilton

San Diego, California

Senior Consultant, Tech Product Strategy & Management

May 2018 - Jan 2021

- Led a data engineering program to re-model the performance criteria of 2k+ software engineers after analyzing 10K+ product quality reports, driving a ~12% reduction in defects, ~5% uplift in revenue, and a ~10% decrease in time-to-market
- Designed and implemented a program to benchmark the c-stat and performance of a F500 e-learning subscription service, managing the end-to-end delivery of features for Product Technology Leadership that resulted in an 8% increase revenue
- Managed data science programs to create a suite of digital BI products to measure the performance of a ~\$3M software as a subscription product (enterprise license), resulting in a ~\$100k analytics initiative to enhance product decision making
- Developed the business case and monthly business reviews for a F500 digital product to drive ~\$2M in cost efficiencies and a ~15% MoM increase in revenue YoY, incorporating user feedback across 14k+ surveys to inform product development

## EDUCATION, CERTIFICATIONS, SKILLS

University of Southern California (USC), Marshall School of Business

December 2017

Bachelor of Science, Major: Business Administration, Minor: Data Analytics

GPA: 3.80/4

**Certifications:** Tableau Desktop Associate (exam issued by Tableau), Microsoft Office Excel Specialist (exam issued by Microsoft)

**Skills:** Tableau, SQL, Excel, Alteryx, Ui Path, Microsoft Power BI, Visio, Power Query, Google Analytics, Python (working knowledge)