Srinivas Reddy Aellala

Built and launched AI & deep-tech products. 10+ years in Seed to Series C startup lifecycle.

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Senior Director, Product, Ridecell— *San Francisco*   May 2021 - PRESENT

- Leading the AI & Data branch of our enterprise SaaS platform, a key driver for major accounts with multi-million $ ARR & strategic investments (Series C). Ridecell is a Mobility SaaS company backed by BMW, Toyota, YC etc.
- Leading the development and launch of Ops-copilot, an LLM powered AI assistant for increasing productivity of customer's digital operations by 200%
- Partnered with OEM & Tier 1s, for design and build of edge device, powering fleet needs across telematics, accident management and driver scoring
- Led creation of new offerings -vehicle inspection enabled by camera perception networks, insurance claims automation and OEM ADAS data pipelines

Principal Product, Ridecell — *San Francisco*   Oct 2017 - Apr 2021

- Built the core team of 20+ AI and robotics engineers for developing autonomy technologies complementing Ridecell core products
- Led Product Integration across three autonomous vehicle versions, which included licensing our software and AV platform to NHTSA, the regulatory body of the US; and CA DMV permitted public road testing operations.

Co-founder & CPO, Auro Robotics - *Santa Clara*   Feb 2014 - Oct 2017

- **A YCombinator 2015 company**. Built and launched the first commercially operated autonomous shuttle service in the USA, in November 2016. Made a successful exit to Ridecell, at a profitable valuation.
- Co-led the engineering team on end-end design and development of the AV software stack. Implemented controls & drive-by-wire firmware on ARM with RTOS. Partnered with Nvidia for integrating Drive boards into vehicle stack.
- Implemented perception & 3d-map based localization with lidar & cameras to achieve 5 cm accuracy on narrow urban-ODD lanes

Engineer, Qualcomm - *Bangalore*   Jun 2013 - Jan 2014

- Worked in the physical design (VLSI) team and executed top-level physical design of Modem Chip in a 7 nm 4G LTE Product.
- Awarded with "Qualstar" recognition for enabling significant productivity improvement in the QMD (Testchip) execution.

Co-founder & Hardware Lead, Aadhaarup - *New Delhi*   Jun 2012- May 2013

- Mobile Payments startup - Square equivalent POS based on India's UUID system Aadhaar for merchants and consumers, seed funded by GSF
- Designed and engineered a pocket-sized point-of-sale (POS) device that can plug into the audio jack of any mobile phone to accept credit cards on the go

Advisor Roles   2021- PRESENT

- Mentor to Rightbot Inc - trailer unloading robots for Amazon etc. customers, advising on product roadmaps, fundraising and pricing strategies
- Technical Advisor **to Morphosis Ventures**- $100M VC fund for SaaS startups

EDUCATION

IIT (Indian Institute of Technology) Kharagpur
2008 - 2013

Masters + Bachelor, Electrical Engineering.
CGPA = 8.0/10.0

SKILLS

Product Management, Specialized in AI & Deep Tech Products, Enterprise Sales in Automotive, Mobility & Industrial sectors

TECHNICAL

Deep Learning, SLAM, LLM, ROS, RTOS, ARM, JIRA, Git
Familiar with C, C++, Python, PyTorch

AWARDS

Forbes Asia 30 under 30, 2017

PRISM Grant 2014, sanctioned by the President of India for AV research

Qualstar, Qualcomm India, 2013

PATENTS

System and Method for adjusting vehicle location; US11604463B1

Systems and Methods for Extracting Data from Autonomous Vehicles; US 2022/0172606 A1, Patent Pending.