

Srinivas Reddy Aellala

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

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, a conversational AI assistant with RAG & agentic frameworks; for multiplying productivity of customer's digital operations
- Drive use case discovery and draft roadmap for AI and Data initiatives with enterprises operating 3M+ vehicles globally
- Crafting new data safety & privacy practices with IT, for LLM solutions
- Other shipped products include Nemo, a [large-scale ADAS data pipeline product](#) for OEMs, image based vehicle inspection AI networks for fleets.

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, with a CA public road testing permit.
- Drove customer deals like Licensing our [AV platform to NHTSA](#), the automotive regulatory; & strategic partnerships with Insurance & Tier1s like MunichRe, Allstate, LG, Denso; strengthening Ridecell's partner ecosystem

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, a mobility SaaS company at a profitable valuation.
- Co-led the engineering team on end-end design and development of the AV software stack. Led the partnership with Nvidia for GPU Compute.
- Implemented lidar & camera-based neural networks for perception & 3d-map based lidar-localization to achieve [5 cm accuracy on narrow urban-ODD lanes](#)

Engineer, Qualcomm – Bangalore

Jun 2013 - Jan 2014

- Worked on 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

- Technical Advisor to **Morphosis Ventures** – \$100M VC fund for SaaS startups and mentor to **Rightbot Inc** – warehouse robots for Amazon etc. customers

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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 &
IT Industries

TECHNICAL

AI, Computer Vision,
LLM, RAG, Agentic
frameworks, Langchain,
Neural Networks, 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.