

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

- Lead for Advanced Data & AI Products, responsible for product & engineering roadmaps, customer contract agreements, and stakeholder management
- Led the AI and Data strategy for Ridecell, driving new business and strategic investments ([Series C](#)) with OEMs, Tier 1s, Insurance, and fleet companies
- Developed and shipped Nemo, a [large-scale ADAS data pipeline product](#) enabling OEMs to process 2M+ km/day of driving data from L2 ADAS vehicles.
- Led the development of weakly supervised [monocular camera perception networks](#) for object tracking and scenario extraction from camera logs

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.

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 i.e sensor configuration design, localization, perception, path planning. Implemented controls & drive-by-wire firmware on ARM with RTOS.
- 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 in physical design (VLSI) team and executed top-level physical design of Modem Chip in a next-gen 7 nm 4G LTE Product.
- The award "Qualstar" was received 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 UID 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
- Advisor to Rightbot Inc – warehouse robots for Walmart etc. customers
- Mentor to CEO, Transform, consumer fitness app startup acquired by Apollo

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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 &
Insurance Industries

TECHNICAL

AI, Computer Vision,
SLAM, Neural Networks,
ROS, RTOS, ARM
Microcontrollers.
C, C++, Python, PyTorch.

AWARDS

Forbes Asia 30 under 30,
2017, Manufacturing &
Energy category

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.