Dr Srivas Chennu

UK Citizen, US Permanent Resident
srivas@gmail.com | +1 408 304 5042
Google Scholar | srivaschennu.github.io | LinkedIn

Executive Summary

Senior research scientist and team leader with over 14 years of experience spanning academia and industry. Currently managing AI/ML scientists at Apple. Have delivered scalable ML systems and applications in health, personalization, and generative AI. Led academic research at Cambridge and Kent in health AI, publishing ~100 peer-reviewed papers with 4500+ citations (h-index: 32).

Key Qualifications

- 9+ years leading multi-stream ML research in both academic and industry settings.
- Extensive hands-on experience with Python and C++ for ML and clinical signal processing.
- Delivered AI features at scale in health and personalization domains, including App Store optimization and EEG-based diagnostics.
- Managed teams through major organizational shifts, including adoption of LLMs and generative AI.
- Applied ML to real-world health data (EEG, behavior) with clinically validated outcomes.
- Public speaker and published author on neuroscience, AI in healthcare ethics and ML interpretability.

Technical Skills

- Languages: Python, C++, MATLAB, SQL, Java
- ML Techniques: Probabilistic ML, Bayesian inference, Deep Learning, Reinforcement Learning, Time Series Analysis
- Domains: Health AI, EEG/fMRI, Recommender Systems, Generative AI
- Tools: PyTorch, Tensorflow, NumPyro, scikit-learn, Git, Docker

Professional Experience

Apple — Senior Research Manager (2023–present)

- Lead multiple applied science teams building personalized and generative AI systems for App Store and services. Drive 100M+ business value.
- Shipped generative AI features for increasing content discovery on the App Store.
- Directed adoption of generative AI in the core App Store product, navigating organizational transitions.

- Collaborated with engineering and design to deploy ML models with business impact totalling 100s of millions.
- Published in ACM RecSys 2024 and 2025, authored pending patent applications.

Apple — Research Manager (2019–23)

- Managed ML projects to optimize user acquisition, engagement, and retention across Apple services.
- Built Bayesian inference framework that power's App Store A/B testing platform for app developers, published papers at KDD and DSAA, authored patent application.
- Co-led development of interpretable reinforcement learning models for user behavior optimization.

DataTiger (Acquired by Apple) — Head of ML (2018)

- Applied ensemble and unsupervised ML for retention and personalized marketing in games.

Universities of Kent and Cambridge — Assistant Professor, Research Lead (2010–19)

- Led health AI research to understand neural mechanisms of human consciousness.
- Created MOHAWK software for identifying biomarkers of consciousness, used in multiple clinical centers for diagnostics.
- Secured independent NIHR and EPSRC research grants
- Published in New England Journal of Medicine, IEEE, Brain, PLOS Comp Biol.
- Research featured in Scientific American, Wired, BBC and New Scientist.

Education

- PhD in Computational Neuroscience — University of Kent (2006–2009)
- MSc in Information and Communication Systems — Hamburg University of Technology (2004–2006)
- BEng in Computer Science and Engineering — Visveswaraiah Technological University (1998–2002)

Selected Publications

- Scalarized Efficient Multi-Objective Recommendations. ACM RecSys, 2025
- Cognitive motor dissociation in disorders of consciousness, NEJM, 2024
- Rapid and Scalable Bayesian AB Testing. IEEE DSAA, 2023
- Smooth Sequential Optimisation. ACM SIGKDD Workshop, 2021
- Prediction of Anaesthetic Unconsciousness using 3D CNNs. IEEE EMBS, 2020
- Brain networks in disorders of consciousness. Brain, 2017