

# Tejas Thvar

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## EXPERIENCE

### Product Manager, Yahoo Mail Intelligence (AI/ML Platform)

Yahoo | Mountain View, CA | August 2022 - present

Product Lead for **Classification, Personalization, and Targeting pod: 10+ deep learning and generative AI systems**, including user action prediction, content + extractions classification, user segmentation, anti-phishing, and ad targeting. Core contributor to **2024 AI Mail Redesign**: largest update to **Desktop** in **10+ years** and **Mobile** in **5+ years**. Graduate of **Yahoo's APM program**.

- Researched, defined, and led cross-functional execution on 3 year strategic roadmap for **Mandalore**, a ResNet model for 1:1 personalized user action prediction. Enabled capabilities drove **millions in infrastructure cost savings** and **DAU growth**.
  - Analyzed, prioritized, and launched **scaling ML/MLOps** initiatives: online inference + data pipeline for **>200M Mail users** (**defensive publication** focused on feature compression/caching), CI/CD/CT infra, and model R&D (feature ablation).
  - Prioritized, pitched, and launched Mandalore-enabled utilities, partnering with core product and architecture teams.
    - Doubled notifications CTR** for inactive users, **re-engaging 100K+ DAUs**, through Mandalore-based personalization.
    - Saved \$1M+** in annual infra costs through architecture optimizations (pre-screening for AI post-processing).
    - Drove +5% lift in "Priority" recall** for Priority Inbox, a frontpage Mail experience, via personalized classification.
  - Led strategic evaluation initiative to guide ML infrastructure investments through vendor discussions and product testing.
    - Presented strategic recommendations to technical leadership, driving GCP (Vertex AI) migration roadmap.
    - Spearheaded POC execution with Mandalore (Feature Store: HBase -> BigQuery, Cache: Redis -> MemStore, Orchestration: Oozie -> VertexAI Pipelines), the first production ML system migrated for Yahoo Mail.
- Expanded **Kamino**, Mail's core content classifier (ALBERT-distilled student) served in **real-time (x ms)** for **5B+ messages daily**.
  - Pitched for ~\$1M on-prem capacity CAPEX to use message snippet features, improving **mAP and coverage by +7%**.
  - Integrated Kamino to refine several content classification use cases: Priority Inbox, mail extractions, and ad targeting.
    - Drove a **~5% platform-level lift in F-1** along with unifying classification architecture to simplify digital migration efforts.
    - Improved **Priority Inbox classification quality (F-1) by +8%** and improved **user engagement** (message opens) **by +6%**.
    - Doubled coverage** and drove **+40% lift in quality** in application to sender categorization for ad targeting use cases. Unlocked a **~\$40M (+50%) lift in net new targeting revenue** through enhanced targeting and improved conversion.
    - Deprecated several legacy classifiers: **>\$170K annual cost savings** and **12+ human-weeks** of digital migration savings.
  - Delivered LLM data labeling system, speeding up labeling velocity by **4X** and **reducing AI time to market by 50%+**.
- Pitched need to build anti-phishing capabilities in-house vs. outsourcing. Launched online brand phishing detection system leveraging LLM (FLAN-T5) data annotation and BERT-Mini classifier, unlocking **+50% lift in phishing catch rate**.
- Devised novel methodology for user classification powered by content embeddings (**defensive publication**). Scaled and launched system, serving high priority audiences (ex: millennial parents, AI adopters) for personalization/targeting use cases.
- Led user segmentation initiative to identify users with high shopping intent for increased affiliate pricing. Refined heuristics-based approach with deep learning, **tripling monetizable clicks** and driving **~\$10M in NTM affiliate revenue**.

### Analyst Extern, Battery Ventures

Battery Ventures | San Francisco, CA | September 2021 - April 2022

Sourced and led deal due-diligence for early/growth-stage B2B SaaS investments (fintech + AI emphasis).

- Led diligence and investment sourcing initiative on anti-fraud/AML software, focused on ML-enabled transaction monitoring.
  - Researched market + landscape, identified target companies for investment/partnership, and brainstormed strategic + product recommendations. Pitched to Battery senior leadership and founding team of **Hummingbird** (portfolio company).
- Led discussions with target company CEOs and drove financial due-diligence of key SaaS metrics.

### Product Development Intern, VMware End-User Computing

VMware | Palo Alto, CA | May 2021 - August 2021

R&D Intern focused on 0->1 product development in enterprise machine learning and security.

- Delivered a natural language-to-SQL chatbot powered by an LLM using few shot learning on internal data. E2E execution: from user interviews and scoping, to dataset generation, modeling, engineering, and demonstrating a functional prototype.
- Co-developed a novel extension recommendation engine for browser security use cases (**patent pending**).

## EDUCATION

Management, Entrepreneurship, and Technology Program at University of California, Berkeley

May 2022

B.S. Electrical Engineering & Computer Science, B.S. Business Administration

Grade: Honors

## SKILLS

**Languages:** English, Spanish | **Programming + Frameworks:** Python, Java, React, Node, Flask, Docker, SQL, PyTorch, Tensorflow

**Platforms + Tools:** GCP (Vertex AI), Salesforce, Tableau, Looker, Splunk, Figma, Jira, Adobe Experience Platform, W&B

**PM Skills:** AI/ML Platform (ML Infra + Ops), Personalization, Classification, Recommendations, User Targeting, A/B Testing