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**: a **20 person** cross-functional team managing **10+ Deep Learning** and **Generative AI** systems (ex: **User Action Prediction, Content Classification, Anti-Phishing, Ad Targeting**). Core 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 **XFN** (ML Research Sciences <> ML Engineering <> Data Sciences) execution on a **3-Year Strategic Roadmap** for Mandalore, a **ResNet-based Deep Learning Model** for **1:1 Personalized User Action Prediction**.
  - 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-powered **Personalization**.
    - **Saved $1M+** in **Annual Infrastructure Costs** through *Architecture Optimizations* (*pre-screening for AI post-processing*).
  - Enabled capabilities drove **millions** in **Infrastructure Cost Savings ($)** and via **DAU Growth (# Monetizable DAUs).**
  - Led **strategic evaluation** initiative to guide ML infra investments through **vendor discussions** and **product testing**.
    - Presented **strategic recommendations** to *technical* leadership, driving GCP (Vertex AI) Migration Roadmap.
    - Drove POC Execution with Mandalore (Feature Store: HBase -> BigQuery, Cache: Redis -> MemStore, Orchestration: Oozie -> VertexAI Pipelines), the first Production ML System Migration for Yahoo Mail (on-prem -> multi-cloud).
- Expanded Kamino, Mail's Core Content Classifier (ALBERT student) served in **Real-Time (<10 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 **~5% Lift** in **Platform-Level F-1** along with unifying classification architecture to simplify digital migration efforts.
    - Improved *Priority Inbox* **Prediction Quality (F-1)** by **+8%** and improved **User Engagement (Message Opens)** by **+6%**. Priority Inbox, the *cornerstone* of the *2024 AI Mail Redesign*, was the *primary* driver of a **+9% lift in Total Page Views!**
    - **Doubled Coverage** and **drove +40% Lift** in **Prediction Quality (F-1)** for *Ad Targeting Sender Categorization*. Unlocked **~$40M (+50%)** lift in **Net New Ad Revenue** (**Yahoo DSP + Taboola**) via **improved Conversion** and **Reach**.
    - Deprecated several legacy classifiers: **>$170K Annual Cost Savings** and **12+ Human-Weeks** of digital migration savings.
  - Delivered **LLM** data labeling system, accelerating **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 and growth-stage B2B SaaS Investments, with an emphasis on Fintech + AI.

- Led **due diligence initiative** on **anti-fraud/AML software**, focused on **ML-enabled Transaction Monitoring** (deck).
  - Researched **market** / **landscape**, identified **investment** / **partnership targets,** and brainstormed **strategic / product recommendations**. Pitched research to Battery senior leadership and founders of Hummingbird (Portfolio Company).
- Led discussions with target company CEOs, built market maps, 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 LLMs, fine-tuned using few shot learning on custom in-house data.
- E2E execution: from **user interviews** and **scoping**, to **modeling**, **engineering**, and ultimately **demoing a functional prototype**.
- Co-developed **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 (Haas)	**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