

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 and Personalization Pod: 20 person XFN team and 10+ Deep Learning / Generative AI systems**, such as User Action Prediction, Content Classification, Anti-Phishing, and 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.
 - Enabled capabilities drove **millions** in **Infrastructure Cost Savings (\$)** and via **DAU Growth (# Monetizable DAUs)**
 - 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 Infrastructure Costs** through architecture **optimizations** (pre-screening for AI post-processing).
 - **Drove +5% lift in Recall** for **Priority Inbox**, a **core** Mail experience, via enabled **Personalization** (patent pending).
 - 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.
 - 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 Classification Quality (F-1)** by **+8%** and improved **User Engagement (Message Opens)** by **+6%**.
 - **Doubled Coverage** and drove **+40% Quality Lift** in application to Sender Categorization for Ad Targeting. Unlocked a **~\$40M (+50%)** lift in **Net New Ad Revenue** (via **Yahoo DSP + Taboola**) through **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/growth-stage B2B SaaS investments (fintech + AI emphasis).

- Led Due Diligence Initiative on Anti-Fraud/AML software, focused on ML-enabled Transaction Monitoring.
 - Researched market / landscape, identified Investment / Partnership targets, and brainstormed Strategic / Product Recommendations. Pitched research to Battery Senior Leadership and Founding Team of **Hummingbird** (Series B PortCo).
- 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 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 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