

Tejas Thvar

tthvar@berkeley.edu • www.tthvar.com • [Linkedin](#) • Palo Alto, CA

EXPERIENCE

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

Yahoo | Mountain View, CA | August 2022 - present

Product Lead for *Classification, Personalization, and Targeting* Pod: 20 person cross-functional team and 10+ Deep Learning and 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**.
 - 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%**.
 - **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