YOGESH SONI

Fremont, CA

4087187068 | yksoni@gmail.com | https://www.linkedin.com/in/yogeshksoni/
https://github.com/yksoni-monk/ | poke.heymonk.app

Summary

Experienced product leader specializing in B2B/SaaS, with a proven track record of driving significant revenue growth and leading initiatives for large-scale user bases. Currently a Principal Product Manager, successfully expanding AI product strategies and marketplace ecosystems, resulting in increased enterprise customer acquisition and revenue growth. Aims to leverage expertise in AI/ML and SaaS platforms to enhance product management strategies and drive business success.

Experience

ZEDEDA   **Jun 2024 - Present**
Principal Product Manager   *San Jose, CA*
- Defined AI product strategy and built AI serving and model distribution platform, resulting in 30% increase in net new enterprise customers, and expansion into 3 new vertical markets within 12 months.
- Defined Marketplace strategy, onboarding solution partners for use cases like industrial safety, manufacturing defect detection, and license plate recognition, growing the ecosystem by 20 % within the first year.
- Expanded Pricing & GTM strategy, transitioning from direct sales to indirect channels (OEMs and SI/MSP Resellers), increasing revenue and scalability through diversified distribution, reflected in a 15% increase in channel sales and 30% overall revenue growth.

Transcend Tech Inc.   **Oct 2022 - May 2024**
CEO   *Newark, CA*
- Built a B2B AI-native macOS messaging app, acquiring 20 pilot customers within the first year.
- Developed the first product version using LLM RAG and vector embeddings, enabling semantic search and personalized recommendations, resulting in 1000 DAU using the product 10+ times a day.
- Raised a small funding round and bootstrapped growth, scaling the team to 5 engineers and data scientists.
- Shut down the company, as Generative-AI fundamentally changed the software consumption model. The business was no longer viable.

eBay   **Aug 2020 - Sep 2022**
Group Product Manager - Core AI & ML Group (B2C)   *San Jose, CA*
- Developed large-scale AI applications, with billions of inferences, for use cases like counterfeit & hate speech detection. Increased fraudulent listings detection by 500% and hate speech detection by 200%, mitigating lawsuit threats and improving user experience.
- Enhanced buyer and seller experience on the marketplace using AI models for image background removal, semantic search, ranking, and recommendations, which increased GMV by 8%
- Built MLOps platform for model training, serving, and monitoring, enabling 500 data scientists and ML engineers to improve model productionization speed by 200%. Enabled faster time to market and iteration of AI models across various eBay products.
- Launched eBay Live Commerce experience, aiming to capture the multi-billion market. Onboarded top 200 sellers in the collectibles business within the first 6 months.

Cisco   **Sep 2016 - Jul 2020**
Lead Product Manager (B2B)   *San Jose, CA*
- Developed Cisco's Industrial IoT Edge SaaS portfolio, launched 3 products, expanded to 100 enterprise clients, and generated $50M in revenue over 4 years.
- Launched a partner program for the Industrial IoT portfolio, resulting in a robust ecosystem of 20+ Independent Software Vendors (ISVs), System Integrators (SIs), and Reseller partners, expanding market reach into 5 industrial verticals like roadways, oil & gas, discrete and process manufacturing.
- Expanded Cisco's intellectual property portfolio by filing 4 patents, 2 of which were granted, significantly bolstering the company's industry positioning and competitive advantage.

Marvell   **Oct 2013 - Aug 2016**
Product Manager (B2B2C)   *Santa Clara, CA*
- Developed software for Marvell's custom-made multimedia chipsets for Google Chromecast products, acquiring 100 million users and contributing $80M to Marvell's smart home business.
- Built an ecosystem of 3rd party partners in the home IoT and audio space, generating $50M in net new revenue and diversifying the business

Education

Indian Institute of Technology, Kanpur
Bachelor of Technology, Electrical Engineering

Swiss Federal Institute of Technology, Zurich
Master of Computer Engineering

University of California, Berkeley

Master of Business Administration

Skills

- **Skills**: Product Management, Business/Product Strategy, Business Development, Sales Enablement, Product Marketing, GTM
- **Technical Skills**: Python, C/C++, Flutter (Dart), FastAPI, React, Software Architecture Design, Docker, Kubernetes, DevOps, Llamaindex, MongoDB, Redis, Autogen AI agents, MLOps

Certificates

- Executive Decision Making
- Building Product Strategy
- Effective Listening
- AWS Machine Learning Essential
- Intro to Graph Analytics in Python with Memgraph Database

Awards

- : Exceptional sales enablement
- : Distinguished speaker at Cisco Live
- : Patents: