

NIKET SIRSI

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PROFESSIONAL SUMMARY

Entrepreneurial VP of Product with 15+ years of experience bridging enterprise scale (\$50M+ ARR unlocks) with hands-on o-to-1 technical execution. Proven track record across PE-backed firms and Fortune 500 platforms (Crunchyroll, Amazon/Twitch, Apple).

- **Product:** Drove a +5% subscription retention lift across 15M+ users at Crunchyroll by deploying a near-real-time ML recommendation system; unlocked \$50M in new ad revenue at Twitch by bridging cross-platform identity graphs; validated o-to-1 Agentic Commerce Optimization capability at Monetate by designing and securing initial enterprise pilot commitments.
- **Platform:** Generated multiple AI patents at Monetate by architecting enterprise AI governance features; engineered a youth sports training platform at WildWolf.ai powered by hybrid edge/cloud ML pipelines (ML Kit + serverless MediaPipe) and custom CNN models; scaled high-concurrency live media at Twitch by growing TNF minutes watched +120% YoY.
- **Commercialization:** Unlocked new GTM channels at Monetate by partnering with Sales to architect the Microsoft Azure platform narrative; protected advertiser revenue at Amazon by re-engineering identity resolution ahead of third-party cookie deprecation, delivering a 15% lift in targeting efficiency; and spearheaded o-to-1 commercialization at WildWolf.ai as Founder/CPTO by securing a committed academy pilot targeting paid rollout for the new academy year.

WORK HISTORY

Vice President, Product & Strategy, Monetate – Remote Dec 2025 - Jul 2026
PE-backed Experience Optimization SaaS for Mid-Market and Enterprise Customers

- **Commercial Growth & Account Stabilization:** Managed a \$2M+ enterprise ACV portfolio, turning around high-risk global client accounts (including rescuing a flagship \$435K ARR account), co-closing a \$90K 1-year pilot, and saving \$250K via support license audits.
- **AI Product Innovation:** Authored PRDs and GTM strategies for an AI Governance suite on Monetate Forte (quantifying enterprise AI ROI), an Agentic Commerce engine for AI search optimization, and automated campaign generation prototypes.
- **Strategic Partnerships & Platform Unification:** Partnered with Sales to establish a Microsoft Azure Marketplace listing and authored the architectural PRD to consolidate two standalone legacy stacks into a unified enterprise UI.
- **Matrixed Executive Leadership:** Served as internal product strategist, aligning a 10+ person matrixed product, design, and engineering team alongside the CTO to execute AI roadmap bets, upskill team AI capabilities, and drive Forrester Wave evaluations.

Director of Product, Crunchyroll – San Francisco, CA Apr 2021 - Aug 2025
Anime Streaming & Merch Platform, Subsidiary of Sony

- **Team & People Leadership:** Built and managed a team of 4 Product Managers while cross-functionally directing 2 engineering pods and a Data Science team, establishing pod structures, OKR frameworks, and long-term 3-to-5 year strategic roadmaps.
- **AI Personalization & Retention:** Spearheaded AI-driven content discovery and recommendation systems, improving user engagement by 30% within 6 months and driving a +5% subscription retention lift across 15M+ paid users.
- **Cross-Platform Personalization:** Extended the recommendation engine beyond video to unify streaming and e-commerce signals, creating a cross-sell flywheel between content engagement and store purchasing.
- **M&A Platform Migration:** Led migration of Funimation to Crunchyroll, ensuring seamless customer transition with 92% of eligible accounts migrated (surpassing the 85% target).

- **Experimentation & Analytics Infrastructure:** Built a full-stack company-wide A/B testing framework, reducing engineering effort by **90%**, tripling experiment velocity, and accelerating data science time-to-insight by **40%**.
- **Vendor & C-Suite Governance:** Diagnosed a capability gap in analytics tooling (unlike in-house recommendation algorithms), ran a competitive 3-vendor POC evaluation with a performance scorecard, and negotiated the winning contract from **\$770K** to **\$425K/year**.

Senior Technical Product Manager

Sep 2016 - Mar 2021

Amazon / Twitch – San Francisco, CA

Amazon Advertising Identity & Twitch Advertising

- **Programmatic Revenue Unlocks:** Integrated Twitch Identity with Amazon DSP, unlocking **\$50M** in annual ad revenue through targeted programmatic advertising.
- **High-Concurrency Live Events:** Led Thursday Night Football (TNF) product integration with NFL broadcast feeds, Freewheel, and Amazon Ad Servers—growing streamer minutes watched **+120% YoY**.
- **Identity Systems & Target Precision:** Defined Amazon Advertising identity graphs, increasing ad relevance and personalization to deliver a **15%** lift in targeting efficiency.
- **Regulatory Governance & Analytics:** Owned Advertising GDPR compliance architecture and collaborated with Data Science to deploy enterprise BI metric frameworks.

EARLIER TECHNICAL LEADERSHIP

Sr. Technical Program Manager, Cyanogen Inc.

(2015–2016)

- Defined mobile launch strategy and led firmware bring-up for 2 flagship devices.

Engineering Project Manager, Apple Inc.

(2013–2015)

- Managed networking/storage roadmaps across iOS (7/8/9) and OS X.

Software Program Manager, Nvidia Corp.

(2010–2013)

- Drove mobile chipset software release roadmaps and KPI benchmarking.

ENTREPRENEURIAL VENTURES

WildWolf.ai: Founder/CPTO (Part time Oct 2024 -Aug 2025, Full time Aug 2025 - Dec 2025)

Full Case Study: <https://studio.wildwolf.ai/niket-sirsi/case-study/crictrainer/>

- **0-to-1 Product & Platform Execution:** Took over an initial contracted build to independently architect and ship a Computer Vision coaching platform (iOS/Android) for youth sports, using an AI-native workflow (Cursor, Claude/Gemini) eliminating the need for ongoing front-end development contractors.
- **Full-Stack Cloud Infrastructure:** Independently designed and deployed a production-grade AWS architecture, cutting fixed cloud burn **98%** (~\$2K to ~\$40/month) by migrating an initial EC2/Node.js setup to a serverless, pay-as-you-go model (API Gateway, Lambda, State Machines, Supabase, S3, CI/CD) using AI-assisted development.
- **Hybrid Edge/Cloud ML Architecture:** Earned acceptance into NVIDIA Inception with a computer vision and video-language model concept for youth-specific pose-and-equipment detection, since matured into a production pipeline pairing on-device pose detection (ML Kit) with serverless CNN analysis (Lambda/MediaPipe).
- **Privacy & MLOps Infrastructure:** Designed a COPPA-aligned privacy architecture with anonymized video storage, parental consent workflows, and zero-trust access controls, with no ads, microtransactions, or social media integrations.

SKILLS

A/B Testing and Experimentation Frameworks | Advertising and Identity Systems | Cross-Functional Leadership | AI-Powered Personalization and Recommendations | AI/ML Product Strategy and Development | AI Driven Development | Cloud and Scalable Architecture (AWS, GCP) | Data-Driven Decision Making | Gen AI Integration | Platform and API Product Management | Product Analytics | Product Roadmapping

EDUCATION

MBA in Business Administration

University of California - San Diego, Rady School of Management - San Diego, CA

Bachelor of Science in Engineering

University of Colorado, Colorado Springs - Colorado Springs, CO