

# NIKET SIRSI

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## PROFESSIONAL SUMMARY

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Dynamic leader with a passion for leveraging AI to transform user experiences. 15+ years of experience across Fortune 500 companies and startup environments. Building scalable platforms and driving growth in areas like video streaming, content discovery, adtech, identity, and personalization. Deep expertise in system architecture, product development, data analytics, and technical product management. Adept at leveraging AI to enhance customer experiences, optimize personalization, and incorporate experimentation for data driven decisions. Proven success leading cross-functional teams. Passionate about building scalable, AI-powered platforms that drive engagement and revenue growth. Key skills include AI/ML product strategy, data-driven decision making, and cross-functional leadership. Earned an MBA from University of California - San Diego.

## SKILLS

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A/B Testing and Experimentation Frameworks | Advertising and Identity Systems | Agile/Scrum and 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 | Inference Model PRD | Platform and API Product Management | Product Analytics | Product Portfolio Management | Product Roadmapping | Training Data Labeling

## WORK HISTORY

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### Vice President, Product & Strategy, Monetate – Remote

Dec 2025 - Jul 2025

- Revenue Growth & Commercial Impact: Spearheaded high-value deal execution, securing a \$435K ARR enterprise contract, landing a \$90K 1-year pilot with Bose, and turning around 3 high-risk client accounts. Prevented \$250K in revenue loss by auditing and reclassifying misallocated support contract licenses.
- AI Product Innovation & Strategy: Architected PRDs, business cases, and go-to-market strategies for a new AI Governance vertical on the Monetate Forte platform to quantify enterprise AI ROI/metrics, an Agentic Commerce engine to optimize recommendations for AI search agents, and a prototype tool for AI-prompted campaign generation.
- Strategic Partnerships & Platform Unification: Developed the product use case to establish a strategic partnership with Microsoft to list Monetate Forte on the Azure Marketplace. Authored the architectural PRD to unify two standalone legacy products into a single, streamlined enterprise UI.
- Cross-Functional Leadership: Directed a 10+ person cross-functional team (1 PM, 5 CSMs, 2 TAMs, 2 Strategic Consultants) in close alignment with the CTO and Chief Architect. Partnered with Sales AEs to close enterprise deals and Marketing to lead an AI-focused website redesign.
- Customer Maturity & Thought Leadership: Co-created the Experience Optimization Maturity Model to benchmark customer capabilities and drive structured upsell opportunities. Developed the Customer Advisory Board (CAB) framework and contributed to customer engagement strategy for the Forrester Wave evaluation.

### Director of Product, Crunchyroll – San Francisco, CA

Apr 2021 - Aug 2025

- Spearheaded AI-driven content discovery and recommendation systems, improving user engagement by 30% within 6 months of launch
- Led the cross-functional design and implementation of a full-stack company-wide A/B testing framework, enabling experiments implemented with 90% less engineering effort, triple experiments run over 3 months, and data analysis leading to decisions 50% faster.
- Led migration of Funimation to Crunchyroll, ensuring seamless customer transition, with 92% of eligible accounts migrated (against a target of 85%).
- Built a 3 year roadmap for Core Platform services (including Identity and 3rd party OAuth) and 5 year plan for Content Discovery, with quarterly refreshes to evaluate priority ensure alignment with OKRs

- Architected and implemented a data-driven research framework that utilized data event streams and A/B testing to create a feedback loop to power ML based personalization and reduce the time needed for the data science team to provide insights by 40%.
- Designed and evaluated POC for selection of third party vendors for making build vs buy decisions, with the C-Suite accepting my recommendation to purchase from one vendor for the long term, and partner with another for the short term until in-house system could be built.
- Led Account Services team responsible for Identity Management, including OAuth 2.0 integration, Magic Link, 2FA, and Passkey log in.

### **Senior Technical Product Manager**

Sep 2016 - Mar 2021

**Amazon / Twitch** – San Francisco, CA

- Integrated Twitch Identity with Amazon DSP, unlocking \$50M in annual revenue through programmatic ad targeting
- Led Thursday Night Football on Twitch initiative, involving integration of Freewheel and Amazon Ad Servers with NFL Video Broadcast stream, to provide a seamless experience for Twitch streamers, resulting in an increasing minutes watched by 120% YoY
- Defined Amazon Advertising identity graph, improving ad relevance and personalization, resulting in 15% lift on ad targeting
- Partnered with data science teams to build business intelligence metrics for programmatic advertising
- Owned Advertising GDPR compliance strategy, aligning data processing with global regulations
- Conducted partner and customer training on identity systems and applications

### **Sr. Technical Program Manager**

July 2015 - May 2016

**Cyanogen Inc.** – Palo Alto, CA

- Defined product launch strategy for customized mobile experiences
- Developed user stories and wrote PRDs for personalization features
- Led firmware teams through bring-up and launch of 2 flagship devices
- Cross-functionally collaborated with partners in China

### **Engineering Project Manager**

Apr 2013 - Apr 2015

**Apple Inc.** – Cupertino, CA

- Led development of networking and storage solutions for iOS & macOS
- Collaborated with cross functional system teams to enhance predictive performance metrics
- Defined feature roadmaps for iOS 7, 8, 9, and OS X Mavericks, Yosemite, and El Capitan

### **Software Program Manager**

Aug 2010 - Apr 2013

**Nvidia Corp.** – Santa Clara, CA

- Drove software release roadmaps for mobile chipsets
- Developed KPI metrics to benchmark performance against competitors

## **ENTREPRENEURIAL VENTURES**

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### **WildWolf.ai: Founder/CPTO**

Oct 2024 - Present

- Building a computer-vision coaching platform for youth athletes; iOS/Android with academy-led GTM expanding to DTC. Running a closed alpha to validate model accuracy and coach workflows; preparing a near-term beta with an academy partner. Cloud inference today, with a roadmap to on-device edge inference for privacy and cost.
- Product and AI: Computer-vision pose and equipment tracking, coach-approved scoring, gamified drills, and AI-generated feedback. Privacy-by-design: parental consent, anonymized data, 30-day deletion, and no ads/microtransactions.

- Go-to-market and partnerships: Accepted into NVIDIA Inception; validating models with Level 3 certified coaches; building coach dashboards and academy integrations to enable remote training and cohort assignments.
- ML operations: Designed and shipped the ML data pipeline and evaluation framework, including train/validate/test splits, drift monitoring, and human-in-the-loop review with certified coaches.
- Vision and safety: COPPA-informed design, parental consent, and migration to on-device ML to minimize latency and cost, and enhance privacy for minors.

## EDUCATION

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### **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

## AFFILIATIONS

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- North Fair Oaks Community Council
- Head of NFO for Trees Committee