

ABHISHEK CHOUDHARY

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PROFESSIONAL EXPERIENCE

Coldpress AI – Data-on-demand platform for ML model training and testing (Oct '22 – present)
Overseeing product, tech, sales, finance, customer support, and anything else humanity needs to reach the singularity

Founder and CEO

- Conducted **foundational user research** – spoke to 100+ data scientists and engineers to specify the core problem statement.
- Developed **MVP of the initial product**, including webapp, synthetic data generation tools, data platform and APIs.
- Created the initial **pricing and packaging model, sales pipeline, company KPIs, and the roadmap of zero-to-one growth.**

BrowserStack – Infrastructure-on-demand SaaS platform for website and app testing on real devices (Nov '19 – Mar '22)
Led 5 squads and 30+ developers under BrowserStack's automated website testing product for the web – 'Automate'

Senior Product Manager

- **Product lead for Open-Source Initiatives** – strategy for open-source product development, partnerships, and acquisitions.
- Managed **iconic open-source projects** like NightwatchJS and Selenium, developing **next-gen software testing experiences.**
- **Spearheaded launch of multiple new product lines** (Puppeteer, Playwright, Cypress) and unlocked **>\$50M/year in revenue.**
- **Owned performance, stability, and CSAT** charter for 'Automate' – **orchestrated a 10% NPS leap** in over 12 months.

Amazon – The world's foremost e-commerce company (Mar '16 – Aug '19)
Goal and project planning for Product 'Detail Page'; system design and development; peer and intern mentorship

Product Manager

- **Worldwide product owner for Detail Page's "Website Platform and Performance"** group.
- Identified, evangelized, and spearheaded the eventual adoption of a new company-wide goal of reducing "failed customer interactions" due to transmission latency on Detail Page – an **estimated return of >\$100 million/yr over the next decade.**
- Led tech and product strategy for **UX for 'the next billion' users**, increasing focus on low-end devices and poor networks.

Software Engineer

- Designated "scale expert", **led worldwide operations among 200+ teams** for Prime Day, Black Friday, and Christmas sales.
- Extended caching architecture to **improve page load times by 28%**, enabling **annual savings of \$500K in computing costs.**

PressPlay – Sequoia-funded early stage OTT travel entertainment startup (Jan '15 – Mar '16)
Early engineering hire; led 10 people; oversaw hardware and software for an IoT product; delivered technical and business goals

- Product owner and scrum master. Led creation of the advertising platform that **enabled first revenues and Series A funding.**
- Built systems and designed processes to allow **automation of inventory management and annual savings of \$100K.**

Zomato – Online food ordering, restaurant search, and advertising startup (Jun '14 – Jan '15)
Software Engineer; owned payment and advertising infrastructure; intern mentorship and general advice

- Developed payment and subscription architecture for 'Zomato for Business'. Product **increased revenue by 10% at launch.**
- Built a performant back-end for the native advertising platform, **enabling 10X data collection without impacting latency.**

INTERNSHIPS

Google Summer of Code / Mozilla Firefox (2013) – browser analytics visualization; **Shufflr** (2012) – service availability analytics

EDUCATION

SRM University, Chennai – Bachelor's in Computer Science Engineering (CGPA of 8.7 on 10) (Jul '10 – May '14)

- **Student Head for the fundraising and vendor relations committee** for "Rubaroo", the annual cultural festival.
- **Board member for college debate and quiz clubs**, organizing monthly meetups and competitions, with **100+ members** each.

PERSONAL PROFILE AND FUN FACTS

- **Guest author** on emerging technical trends for one of **India's most popular tech magazines, Digit.** Avid reader and speaker.
- Naturally right-handed, I have recently started dedicating a few hours per week to **teach myself ambidexterity.**