

YASH SHAH

Senior Product Manager | OTT/CTV, Streaming Platforms, Ad Tech, AI Discovery
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PROFESSIONAL SUMMARY

Product Manager with 10+ years building and scaling streaming platforms, video infrastructure, and content delivery systems across CTV, mobile, and web. Delivered 45% revenue growth, 120% engagement uplift, and platform solutions serving millions of viewers globally on Roku, Fire TV, Android TV, Samsung, webOS, iOS, Android, and Web. Expert in full product lifecycle from discovery to launch and optimization, with deep technical expertise spanning video playback, live streaming, VOD, FAST channels, content management, user experience, monetization, advertising, subscription platforms, and cross-platform deployment. Proven ability to lead cross-functional teams, drive innovation, and deliver products that balance members experience with business outcomes in fast-paced, high-growth environments.

PROFESSIONAL EXPERIENCE

Senior Product Manager

WiseDV Inc., San Diego, CA | October 2022 – Present

WiseDV is a leading provider of OTT/CTV technology solutions including streaming platforms, ad insertion, FAST channel playout, live broadcast, content management, and multi-platform video delivery for broadcasters, content owners, and streaming operators globally.

- Own product strategy and roadmap for multi-platform streaming applications (Roku, Fire TV, Android TV/Google TV, Samsung Tizen, webOS, iOS, Android, Web), prioritizing features that drive user acquisition, engagement, retention, and monetization across diverse business models
- Owned cross-platform product strategy across CTV (Roku, Fire TV, Apple TV, Android TV, Smart TVs) and mobile (iOS, Android), ensuring consistent UX while optimizing for device-specific engagement behaviors.
- Drove measurable engagement improvements across TV and mobile, increasing session frequency, watch time, and retention through personalized discovery, interactive features, and continuous experimentation.
- Led product decisions balancing mobile UX patterns (navigation, gestures, onboarding, notifications) with lean-back TV experiences (remote navigation, autoplay, long-form viewing).
- Increased revenue and viewership by 45% through comprehensive monetization improvements including refined Ad strategies, optimized subscription flows, enhanced targeting capabilities, and improved video delivery quality for live and on-demand content
- Built and launched innovative interactive features including Sports WatchParty and Live Polls that boosted app interactions by 120%, creating differentiated user experiences and new engagement paradigms for CTV platforms
- Led development of AI-assisted content management and metadata enrichment platform that reduced operational turnaround by 60%, enabling faster content launch, improved discovery, and better personalization capabilities
- Shipped complete video playback infrastructure supporting live streaming, VOD, DVR, catch-up TV, and FAST channels with sub-second latency, adaptive bitrate streaming, and broadcast-quality user experience across all devices
- Designed and launched content discovery and navigation experiences with personalized recommendations, curated collections, search optimization, and editorial showcases that increased content consumption and reduced bounce rates
- Built subscription and payment platform integrating multiple gateways to support flexible monetization models (AVOD, SVOD, TVOD, PPV) with monthly/yearly plans, free trials, bundle offers, and region-specific pricing strategies
- Developed dynamic ad insertion platform (SSAI/CSAI) with SCTE-35 integration, beacon tracking, and metadata-driven targeting that improved fill rates, CPM performance, and advertiser satisfaction
- Created operator dashboards and analytics interfaces providing real-time visibility into viewer engagement, content performance, revenue metrics, ad delivery, stream health, and business KPIs
- Ensured compliance with broadcast standards (DRM encryption, closed captions, accessibility), regional policies (GDPR, CCPA), and platform requirements across all distribution channels
- Led cross-functional teams (Engineering, UI/UX, QA, DevOps, Marketing, Sales, Operations - 40+ global teammates) using agile methodologies to deliver roadmap milestones on aggressive timelines while balancing complexity, performance, and business impact
- Partnered closely with enterprise clients and streaming operators as primary product contact, gathering requirements, negotiating priorities, providing technical guidance, and ensuring successful launches and ongoing optimization
- Used SQL analytics, A/B testing, and experimentation frameworks to continuously track KPIs including MAU, engagement time, conversion rates, churn, revenue, and content performance, iterating strategy based on data insights
- Optimized video workflows for remote sports production, hybrid in-venue streaming, and multi-camera live events to meet latency, quality, and reliability targets for premium content
- Championed data quality and governance for content metadata, user data, and business intelligence, building trusted foundations for personalization, recommendations, and automated systems
- Collaborated with content operations, marketing, legal, and policy teams to enable efficient content lifecycle management from acquisition through tagging, scheduling, promotion, and retirement

Product Owner

WiseDV Inc., San Diego, CA | February 2021 – October 2022

- Delivered cloud-based FAST channel playout and broadcast systems supporting automated linear channel generation with 4K output, dynamic ad insertion (SSAI), and multi-protocol streaming (SRT, HLS, RTMP)
- Owned and prioritized product backlog for streaming and monetization features across engineering, QA, DevOps, and UI/UX teams, running agile ceremonies to hit delivery targets and maintain quality standards
- Built browser-based content scheduling platform with drag-and-drop UX, integrated analytics, and multi-language EPG that enabled 24x7 linear channel operations and reduced manual workflows by 50%
- Guided customers in adopting AI-driven capabilities including automated breakpoint detection for ads, live closed captioning, playlist generation, and metadata updates to accelerate content operations
- Led deployments of stream monitoring tools, HLS analyzers, and quality assurance systems that improved reliability, reduced incidents, and provided proactive visibility into platform health
- Developed analytics dashboards tracking viewer engagement, ad fill rates, stream performance, and revenue metrics, enabling data-driven optimization for clients
- Analyzed user behavior, content performance, and business metrics to shape product roadmap including personalized experiences, improved discovery, innovative formats, and enhanced monetization
- Represented WiseDV at major industry conferences (NAB, IBC, CES, Streaming Media Show), demonstrating products, collecting market intelligence, and translating customer needs into competitive differentiation
- Fostered long-term client relationships by understanding streaming operator challenges, driving product adoption and upsell conversations, and ensuring successful launches and ongoing performance
- Coordinated comprehensive performance reviews and reliability testing with QA and DevOps, ensuring 99.9% uptime and system resilience for mission-critical streaming operations

Integration Specialist

DVEO, San Diego, CA | May 2020 – August 2020

- Remodeled channel play and VOD delivery workflows, increasing DVEO CDN efficiency by approximately 70% through improved architecture, caching strategies, and content scheduling patterns
- Created comprehensive project plans, test plans, risk assessments, and change-management plans for shard-level migrations, ensuring minimal downtime and controlled rollouts

Business Analyst

WiseDV Electronics India Pvt. Ltd., Vadodara, India | July 2014 – June 2020

- Led business analysis and requirements definition for cloud-native streaming platforms including FAST channel playout, SSAI monetization, multi-platform video delivery, and content management systems
- Defined requirements and UX for real-time broadcast dashboards, content scheduling interfaces, metadata management pipelines, multi-region failover systems, and EPG syndication using XML/JSON formats
- Authored comprehensive BRDs, FRDs, and API documentation for ad server integrations (Google DAI, Yospace, Freewheel), payment gateway integrations, and third-party platform partnerships
- Designed interactive scheduling and content management platform with intuitive UX, workflow automation, analytics integration, and multi-language support for global streaming operations
- Analyzed viewer engagement patterns, content performance metrics, ad effectiveness, and revenue attribution to inform product strategy for personalization, discovery, and monetization optimization
- Collaborated with sales, marketing, and DevOps teams to deliver product demonstrations at industry showcases (NAB, IBC), collect customer feedback, and translate market needs into product roadmap
- Built expertise in streaming ecosystems, content operations, video workflows, ad technology, and platform requirements, identifying opportunities for innovation and competitive advantage

LEADERSHIP & COLLABORATION

- Led cross-functional teams of 40+ stakeholders across Engineering, Product Design, QA, DevOps, Marketing, Sales, Content Operations, Ad Operations, Strategy, Legal, and Finance
- Regularly engaged with executive stakeholders, enterprise clients, content partners, and platform representatives to align product strategy with business objectives and market opportunities
- Demonstrated strategic thinking, clear communication, and bias for action when presenting complex technical concepts and trade-offs to both technical and business audiences
- Comfortable navigating ambiguity and making decisive product decisions balancing legal compliance, business goals, user experience, technical constraints, and partner requirements
- Mentored junior product managers and cross-functional team members on streaming best practices, CTV platforms, video technology, product development methodologies, and customer-centric thinking
- Owned end-to-end product lifecycle from ideation through validation, development, launch, measurement, and continuous iteration, driving consensus while leading decisively
- Built strong relationships with platform partners (Roku, Amazon, Google, Samsung, LG) to ensure compliance, optimize performance, and leverage platform-specific capabilities

CORE TECHNICAL COMPETENCIES

Streaming & Video Infrastructure: Live streaming, VOD, FAST channels, 4K/HDR, video transcoding, adaptive bitrate streaming, CDN optimization, multi-bitrate delivery, HLS, DASH, SRT, RTMP, remote production workflows

Platform Development: Roku, Fire TV, Android TV/Google TV, Samsung Tizen, webOS, Apple TV, iOS, Android, Web applications, multi-platform deployment, device optimization, performance budgets

Content & Metadata: Content lifecycle management, metadata enrichment, MAM systems, EPG, content discovery, tagging, categorization, search optimization, content operations, editorial workflows

User Experience: Member engagement, personalization, UX research, A/B testing, funnel optimization, onboarding flows, interactive features, accessibility, UI/UX collaboration

Monetization & Growth: AVOD/SVOD/TVOD/PPV, subscription management, payment systems, pricing strategy, ad monetization, SSAI/CSAI, ad serving, conversion optimization, retention strategies

Advertising Technology: Dynamic ad insertion, ad-pod optimization, metadata-driven targeting, beacon tracking, campaign reporting, attribution, Google DAI, Yospace, Freewheel, Roku RAF

Product Management: Product roadmaps, PRDs/MRDs, OKRs, KPI frameworks, experiment design, data-driven decision making, stakeholder management, agile/scrum, go-to-market strategy

Data & Analytics: SQL (BigQuery/MySQL), cohort analysis, engagement metrics, viewer analytics, business intelligence, dashboards, performance monitoring

Technical & Operations: API design, system architecture, scalability, reliability engineering, compliance (DRM, SCTE35, closed captions), QA processes, DevOps collaboration

KEY ACHIEVEMENTS

- Increased revenue and viewership by 45% through optimized monetization strategy, improved video delivery, and enhanced targeting across streaming platforms serving millions of concurrent viewers
- Boosted member engagement by 120% by launching interactive features (WatchParty, Live Polls) that created differentiated user experiences and drove session time and retention
- Reduced operational turnaround by 60% via AI-assisted metadata workflows and scalable content management platform, improving content velocity and discovery
- Improved infrastructure efficiency by 70% through redesigned video delivery workflows, CDN optimization, and content scheduling, reducing costs while enhancing quality
- Led end-to-end development of streaming products across 8+ platforms, balancing technical performance, user experience, and business goals with cross-functional teams of 40+ stakeholders

EDUCATION

Master of Science in Computer & Information Science

California State University, San Marcos | San Marcos, CA | January 2019 – December 2020

GPA: 3.7/4.0

Bachelor of Computer Applications

The Maharaja Sayajirao University of Baroda | Vadodara, India | August 2015 – June 2018

GPA: 3.7/4.0