

YASH SHAH

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

Senior Product Manager with 10+ years across OTT, CTV, live streaming, FAST, ad tech, and video platform products. Own product strategy across 12+ platforms including Roku, Fire TV, Apple TV, Android TV, Samsung Tizen, webOS, iOS, Android, and web. My strongest work sits at the intersection of playback reliability, monetization, and product experience, including AI discovery, SDUI experimentation, SSAI/CSAI, playback infrastructure, analytics, and content operations. Led cross-functional teams of 40+ across engineering, design, QA, DevOps, sales, ad ops, and operations to ship products used by streaming operators and broadcasters.

SELECTED IMPACT

- Increased streaming revenue and viewership 45% by improving ad monetization, subscription flows, content discovery, and video delivery quality.
- Raised in-app interaction 120% through Sports WatchParty, Live Polls, multiview, and clip-to-content discovery experiences.
- Cut content operations turn around 60% with AI workflows for metadata, captions, highlights, ad breakpoints, and publishing review.
- Improved CDN efficiency by 70% reworking caching, ABR strategy, and channel/VOD delivery workflows.

CORE SKILLS

Product: Roadmaps, PRDs, OKRs, discovery, prioritization, launch plans, GTM, experimentation, executive reviews

Streaming: Live, VOD, FAST, DVR, catch-up, HLS, DASH, SRT, RTMP, ABR, CDN, 4K/HDR, captions, DRM

Platforms: Roku, Fire TV, Apple TV, Android TV/Google TV, Samsung Tizen, webOS, iOS, Android, web

Monetization: AVOD, SVOD, TVOD, PPV, SSAI, CSAI, SCTE-35, ad pods, beacons, Google DAI, Yospace, FreeWheel, Roku RAF

AI & Data: AI discovery, personalization, metadata enrichment, highlights, captions, SQL, BigQuery, MySQL, Looker, Tableau

Leadership: 40+ person teams, customer workshops, C-suite reviews, agile delivery, vendor/platform partner management

PROFESSIONAL EXPERIENCE

Senior Product Manager | WiseDV Inc., San Diego, CA | Oct 2022 - Present

OTT/CTV technology company building streaming apps, ad insertion, FAST payout, live broadcast, CMS, and video delivery products for broadcasters and streaming operators.

- Own the roadmap for playback, content discovery, SDUI/front end, monetization, analytics, and operations across CTV, mobile, smart TV, and web surfaces.
- Led 40+ teammates across product, engineering, front end, design, QA, DevOps, sales, ad ops, and operations; kept roadmap tradeoffs tied to customer launches and commercial priorities.
- Shipped Sports WatchParty, Live Polls, multiview, and live-sports engagement flows that increased in-app interactions 120% and gave CTV viewers a more active lean-back experience.
- Built AI discovery surfaces for clips, trailers, sports moments, and live events; connected engagement signals to recommendations and deep links that moved viewers into full playback faster.
- Moved UI merchandising and A/B tests into an SDUI model across 12+ platforms, allowing teams to change rails, hero placements, and experiments without waiting for app-store releases.
- Improved revenue and viewership by 45% by tightening SSAI/CSAI ad logic, SCTE-35 signaling, beacon tracking, subscription flows, and ABR/CDN delivery quality.
- Delivered playback infrastructure for live, VOD, DVR, catch-up, and FAST, including multi-bitrate HLS/DASH, SRT/RTMP ingest, multi-DRM, captions, accessibility, and platform compliance.

- Created operator dashboards for stream health, ad delivery, content performance, revenue, viewer engagement, and incident visibility so customers could act before issues became escalations.
- Built AI content operations workflows for metadata, artwork, clips, captions, ad breakpoints, and QA review, cutting manual turnaround 60% and improving launch speed for live and VOD content.
- Worked directly with enterprise customers and executives during discovery, launch readiness, QBRs, and roadmap planning, translating open-ended streaming problems into prioritized product work.

Product Owner | WiseDV Inc., San Diego, CA | Feb 2021 - Oct 2022

- Delivered cloud-based FAST channel payout with 4K linear automation, SSAI, and SRT/HLS/RTMP delivery for 24x7 broadcaster operations.
- Built a browser-based scheduling platform with drag-and-drop programming, analytics, and multilingual EPG support, reducing manual scheduling effort 50%.
- Prioritized backlog across engineering, QA, DevOps, and design; ran agile ceremonies and pushed monetization, monitoring, and analytics features through quarterly releases.
- Launched stream monitoring, HLS analysis, and reliability workflows that gave operations teams earlier visibility into playback, ingest, and delivery issues.
- Represented WiseDV at NAB, IBC, CES, and Streaming Media events; turned customer feedback and competitive signals into roadmap changes and product demos.

Integration Specialist | DVEO, San Diego, CA | May 2020 - Aug 2020

- Reworked channel-play and VOD delivery workflows, improving CDN efficiency by about 70% through better caching, scheduling, and rollout planning.
- Created migration, test, risk, and change-management plans for shard-level cutovers with minimal customer-visible downtime.

Business Analyst | WiseDV Electronics India Pvt. Ltd., Vadodara, India | Jul 2014 - Jun 2020

- Defined requirements, BRDs, FRDs, API specs, and UX flows for FAST payout, SSAI monetization, CMS, EPG syndication, payment integrations, and broadcast dashboards.
- Worked with engineering and DevOps on multi-region failover, real-time monitoring, content scheduling, metadata pipelines, XML/JSON EPG workflows, and ad-server integrations.
- Led product demos and customer workshops at NAB and IBC, turning field feedback into roadmap decisions.

SELECTED PRODUCT WORK FROM PORTFOLIO

- AI-ranked discovery: Led a short-form discovery layer for trailers, sports highlights, live clips, and movie moments. Ranking used intent, watch history, completion, skips, rewatches, likes, and click-through signals so viewers could move from clip to full title or live event in one action.
- SSAI and pause ads: Designed premium ad surfaces around pause moments and interactive overlays. Set the ad decisioning latency target under 200ms across live and VOD and helped create a sellable ad product beyond standard mid-roll inventory.
- SDUI experimentation: Built server-side UI and merchandising changes across 12+ platforms, reducing dependency on app releases for A/B tests, home-screen changes, and content rail experiments.
- Global playback: Reworked ABR ladders, edge caching, and quality thresholds for high packet-loss markets, supporting 4K where networks allowed while protecting low-bandwidth users from unnecessary buffering.

EDUCATION

M.S., Computer & Information Science - California State University San Marcos, Dec 2020, GPA 3.7

Bachelor of Computer Applications - Maharaja Sayajirao University of Baroda, India, Jun 2018, GPA 3.7