

Sudheer Yerra

7 Years 9 Months Overall Experience

Product and strategy professional with 7.8 years of experience in IT Product/Services, AI/SaaS, and EdTech. At Rizzle, I led cross-functional teams of 200+ members to execute projects that scaled its short video app to 80M+ downloads, 34M MAUs, 9M DAUs, and over 500M videos created. I also drove a B2B AI SaaS pivot, achieving $1M+ in ARR and building a $6M+ pipeline. Proven track record of building and leading large teams, scaling B2C products, and delivering revenue-focused B2B solutions. Aiming to leverage this experience and newly acquired MBA capabilities to deliver impactful products, programs, and strategic business initiatives.

Industry

- Edtech
- Artificial Intelligence
- IT/ITES
- SaaS

Functional Areas

- Product Management
- Project and Program Management
- Strategy & Growth

Education

IIM Indore

MBA

2025 - 26

GITAM University

B. Tech

2012 - 16

Certification

Certified Scrum Master® (CSM®)

by Scrum Alliance®

Certified Scrum Product Owner® (CSPO®)

by Scrum Alliance®

AWS Certified Cloud Practitioner

Google Project Management

Professional Certificate by Coursera

Lean Six Sigma Green Belt

KPMG India

Google AI Essentials

Accomplishment

Innovation Leadership

Filed 9 patents in collaboration with engineering leadership at Rizzle, focused on AI-powered content automation, computer vision, and marketing automation.

Investment Management

Manage Indian & US equity portfolios for family, applying disciplined research to outperform benchmarks

Marketplace Simulation (MBA)

Ranked 1st in batch (6 teams) & Top 10% globally (thousands), across strategy, finance, & operations

Education

IIM Indore

MBA

2025 - 26

GITAM University

B. Tech

2012 - 16

Experience

Silverlabs India Pvt Ltd (Rizzle)

5 Years 4 Months

Director, Marketing & Content

Mar' 19 - Jul' 24

Product & Revenue Strategy

- Scaled short video app to 80M downloads, 34M MAU, and 9M DAU through performance, organic, and influencer marketing
- Built a creator ecosystem of 8M and 500M videos, boosting engagement and retention, and driving #2 rank in Play Store (Social)
- Generated $1M+ ARR and built an additional $6M+ pipeline across US, UK, EU, and SEA with GDPR-compliant enterprise solutions
- Built Programmatic SEO system generating 50K+ monthly articles, driving 400% organic traffic growth, and ranked for 10K+ keywords
- Improved marketing efficiency and ROI on $13M+ spend by reducing CPI (66% on FB, 52% on Google), CPM (95%), and CPC (66%)

AI Product Strategy & Cost Optimization

- Directed NLP/LLM integration for text-to-video platform (summarization, entity recognition, fine-tuning, advanced prompt engineering)
- RAG Architecture: Improved media relevance by 85% using RAG pipelines and integrating multi-LLM systems (OpenAI, Claude, Llama)
- Guided computer vision systems for auto-thumbnailing, smart cropping for videos/image, and sub-clipping with deep learning models
- Reduced production costs by 75% and increased content output by 500% through an NLP-powered content automation pipeline
- Reduced video rendering time by 55% and storage costs by 30% with computer vision algorithmic improvements and GPU acceleration
- Optimized AI inference costs by 45% through model caching, batch processing, and resource scheduling across vision and NLP workloads

Process Excellence & Organizational Agility

- Increased sprint completion from 65% to 92% & reduced TTM by 45% via Scrum adoption and Agile Change Management across 6 teams
- Reduced administrative overhead by 40% by designing and implementing Jira E2E ecosystem with custom workflows and automation
- Achieved $120K annual savings (10% server cost reduction) through infrastructure optimization and AI model efficiency improvements

Leadership & Strategic Partnerships

- Built and led cross-functional teams of 200+ across product, marketing, content, partnerships, and sales, aligning strategy with execution
- Contributed to $50M fundraising by collaborating with co-founders on financial modeling for revenue forecasting and investor decks
- Secured $100K+ annual contracts with UOL, The Sun, Independent, La Opinión, and Entrepreneur, and managed ongoing relationships
- Led strategic partnerships and integrations worth $5M+ with AWS, OpenAI, Getty Images, Claude, Llama, Anthropic, and Assembly AI

Think & Learn Pvt Ltd (Byju’s)

3 Months

Business Development Associate

Oct' 18 - Jan' 19

- Achieved 30% conversion by delivering personalized EdTech solutions to top 20% prospects through data-driven demos and field visits
- Closed multi-year contracts worth $70K+ in 2 months, exceeding onboarding targets and contributing to regional sales expansion

Tata Consultancy Services Ltd (TCS)

2 Years 3 Months

Systems Engineer

Jun' 16 - Sept' 18

- Ensured 99.99% uptime and SLA compliance for global enterprise clients by monitoring 100+ Azure data center nodes for Microsoft
- Reduced manual efforts by 40% and cut recurring alerts by automating daily network health checks using PowerShell
- Resolved 20 to 30 high-priority incidents weekly by coordinating with global teams, minimizing downtime and client impact