Arash Motamedi

Senior product leader with track record of driving business success. I have built teams of PM, TPM, UX and SWE, and launched 0→1 enterprise SaaS, Infra, and AI products.

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EXPERIENCE

Senior Product Lead • Armada
May 2023 – Present

Led inception to launch of Edge Infra and AI products, securing $55 million in VC funding.

- Led ideation, design, execution and launch of Commander: Enterprise SaaS observability and management for distributed compute and connectivity resources, IoT connected assets, and AI applications running on Armada's edge infrastructure. ⬈ **Details** ⬈ **Video**

- Led portfolio of Edge AI applications, enabling first-in-class industrial use cases with computer vision, deep neural nets, and generative AI for predictive maintenance, autonomous operations and inspections, and natural-language interfaces over operational knowledgebases. ⬈ **Details**

- Recruited team of 6 product managers and designers, partnered with Engineering and AI executives and 45 engineers to develop and launch new products and capabilities: edge infra and connectivity management (SaaS), marketplace and commerce (partner ecosystem), and AI applications.

- Participated in 120 global customer discovery meetings along with CEO, CTO, and Engineering and AI leads, to showcase capabilities and inform product roadmap. Led XFN on customer and partner engagement, product marketing, customer success, and sales enablement. Onboarded 10 customers and partners to early access program.

Senior Infrastructure Product Lead • Meta
Aug 2022 – May 2023

Led Meta's exabyte scale storage infrastructure for AI training and privacy compliance.

- Led product and execution strategy for Privacy Aware Storage for ALL of Meta's unstructured data, covering trillions of photo and video content from 3.7 billion users on Facebook, Instagram and family of apps. Responsible for compliance with FTC and regulatory commitments on user data handling.

- Delivered AI-enabled data schematization and classification system, eliminating 8,000 SWE-hours of manual effort. Transformed storage from reactive to a proactive, sustained, and verifiable compliance posture, future-proofing Meta's infrastructure for new data assets and regulatory requirements.

- Created technical design for efficient, scalable, and privacy-safe access to trillions of multi-modal training objects for Content Understanding and Generative AI. Unlocked 12x faster AI training and yielded 300kw power savings. Solution serves Ads and Reels and enables Meta to compete with TikTok on short-form video and offer new product experiences using LLM and Diffusion models.

Principal Product Management Lead • Microsoft
Jul 2018 – Aug 2022

Led Microsoft Sovereign Cloud team. Landed the company-wide security clearance solution, enabling 40,000 employees to deliver Classified and Sovereign Clouds.

- Led product strategy, planning and execution of Microsoft's clearance management solution. Got buy-in from senior executives, and secured headcount to deliver robust tooling and processes across 4 organizations to deliver Microsoft Classified and Sovereign Clouds.

- Hired, managed, and structured a team of 6 PMs, TPMs and product designers, led 18 person engineering team across 3 products to scale and deliver on our 3 major initiatives under an aggressive timeline.

- Designed and launched Microsoft's in-house security clearance management system. Increased Microsoft's clearance processing throughput 3x and reduced clearance processing times from 6 to 2 months. Solution saves Microsoft $1M annually in third-party software and services, and underpins Azure and Office 365 Gov and TS clouds.

- Designed and built Microsoft's information security management solution for confidential projects and production environments. Solution is integrated into Outlook and Teams and serves 3000+ MAU in Azure, Office, Quantum, HoloLens, and 70+ other confidential projects.

Co-founder and CTO • Havium   Dec 2015 – Jul 2018

- Co-founded ⧉ **Havium**, a rental property investing platform offering best-in-class data-driven property investing service through search, acquisition, and operation. Havium has placed more than $100M in real estate investments for its clients, yielding 11%+ annualized returns. ▷ **Video**

- Led requirements and engineering for large-scale data aggregation and analytics pipeline. Platform ingests millions of data points daily, and continuously transforms, augments, analyzes and visualizes properties, rentals, investment opportunities, and market trends. Investment opportunities are available to clients within seconds of listing.

- Designed and developed full-fledged investment and property management solution, complete with user experiences for research and analysis, offer submission, acquistion, property management, financial reporting and investment performance statements. Havium specialists and clients collaborate through an end-to-end portfolio management platform.

Product Manager • Microsoft   Oct 2011 – Dec 2015

- Overhauled Microsoft Account sign-up and sign-in UX. Simplified account creation resulted in drastic increase in sign-up completion rate: +30% on web, +50% on iOS and Android.

- Launched Phone Number Sign-in. Led design and requirements, cross-company change management and migration for 1.2bn accounts. Released new UX across Windows, Web, Xbox, Android and iOS apps. Reduced password resets by 10% and increased sign-in completion by 15%.

- Expanded Microsoft Partner Center from 19 to 191 markets. Led XFN with engineering, legal, finance, and commerce teams. Resulted in onboarding of 1,500 new Windows developers worldwide.

- Designed suite of cloud services for Windows developers, delivering native experiences such as Response to Reviews, In-App Messages, and User Surveys. Secured executive buy-in from Windows leadership and announced capabilities at Windows MVP Summit. ▷ **Video**

EDUCATION

Accelerated BS + MS in Software Engineering   Aug 2011
San Jose State University

Certificate in Project & Program Management   Sep 2007
UC Santa Cruz