

# SHASHANK PRASANNA

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shashankprasanna.com

## PROFILE

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- Developer advocacy and marketing professional specialized in AI and machine learning developer tools, products and infrastructure. SME in AI/ML frameworks, cloud infra, & specialized AI hardware (GPUs and AI accelerators)
- Over 14 years of combined experience in applied ML research, AI/ML product management, product marketing, software development, developer relations, and technical sales
- Public speaker, educator and problem solver. Delivered over 100 talks, keynotes and technical blog posts that generate hundreds of thousands views.

## WORK EXPERIENCE

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**Modular - AI Developer Advocacy & Developer Marketing Team Lead** *June 2023 - present*  
Lead developer marketing and advocacy activities for Mojo and MAX products. Own launch marketing and developer content strategy. Author and serve as editor for Modular developer blogs. Manage and create videos for Modular YouTube channel, creator and host Modular Community Q&A Livestreams. Create and run Modular workshops. Work with partners' developer communities to co-educate Modular products.

**Meta - PyTorch and ML Open-Source Developer Advocate** *Sept 2022 - June 2023*  
Lead ML OSS and PyTorch developer engagement activities. Responsible for PyTorch 2.0 launch, awareness & education: 1/ Develop and execute PyTorch 2.0 launch developer content strategy 2/ Partner with Linux Foundation and PyTorch foundation members (AWS, Microsoft) on developer education and feedback. 3/ Plan and host PyTorch 2.0 ask the engineers livestreams. 4/ Author PyTorch 2.0 deep dive developer content

**Amazon Web Services - AI/ML Technical Evangelist** *Jan 2019 - Sept 2022*  
Lead AI/ML developer relation activities and covering AI/ML open-source frameworks and orchestration tools, specialized AI hardware accelerators (GPUs, Intel Habana Gaudi, AWS Inferentia & Tranium chips) and AWS ML services (Amazon SageMaker, EKS). Develop and hands-on execute 1/ technical content and strategy, 2/ AI/ML and AWS community engagement 3/ Speaking at events 4/ Influencing product roadmap.

**NVIDIA - Technical Product Marketing Manager, Deep Learning** *Jan 2016 - Jan 2019*  
Lead developer marketing programs for NVIDIA's GPU-accelerated deep learning software. Launched and helped grow developer community for (cuDNN, NCCL, TensorRT, GPU support for Containers/Kubernetes) starting with zero developers. Ran DL framework advisory board. Editor and author for NVIDIA developer blog.

**MATHWORKS - Product Manager, Statistics & Machine Learning** *Sep 2013 - Jan 2016*  
Owned product strategy for statistics, machine learning and data analytics business areas. Lead the development of product roadmaps, annual marketing plans, and launch plans. Create developer technical developer focused content such as webinars and demos (1) Statistics and Machine Learning Toolbox (2) Deep Learning Toolbox (3) Curve Fitting Toolbox

**MATHWORKS - Applications Engineer, Statistics & Machine Learning** *Jul 2011 - Aug 2013*  
Application engineer responsible for pre-sales and post-sales customer engagement projects for the MathWorks Machine Learning, Statistical Analysis, Data Analytics and Computational Finance product areas.

**ORACLE - Software Developer** *May 2008 - July 2009*  
C++ software developer responsible for product design and development projects for Oracle Siebel CRM

## EDUCATION

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**Arizona State University** *July 2011*  
M.S. in Electrical Engineering  
Thesis: Directional Information Flow and Applications.

**National Institute of Technology Karnataka, Surathkal** *May 2008*  
B.Tech. in Electrical and Electronics Engineering