SUNITHA AYERS, Ph.D.

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Next Gen Business & Product Strategy

Expert product leader and creative technologist with strong background and diverse expertise including:

- **Marketplace Growth & Financial Impact:** Proven Product leader in scaling $1B+ marketplaces, driving $100MM+ in cost savings, providing critical financial modeling and P&L analysis.
- **Deep-Tech Commercialization:** Expertise in de-risking and launching early-stage deep-tech products (biosensors, robots, LiDAR, AI/ML tech) from customer discovery to global scaling and strategic partnerships.
- **Cross-Functional Orchestration:** Delivering complex software solutions and GTM strategies by aligning diverse teams around sharp customer segmentation, strategic partnerships, and seamless execution.

Experience

AMAZON   Sunnyvale, CA
Sr. Product Manager, Business & Tech, Transportation   July'21- Dec'25

- Drove $100MM+ in annual cost savings by leading the product strategy and execution for multiple middle-mile marketplace platforms (Spot Marketplace, Automated Work Matching, Trips, Carrier Experience and Customer Support), supporting Amazon's delivery network backbone.
- Increased marketplace liquidity by 40% by launching a mobile application, that provided real-time work recommendations and notifications leveraging AI/ML tech to bring work to carriers operating in a fast-moving spot market.
- Conceptualized and launched a tiered Rewards program involving comprehensive financial modeling and P&L analysis, incentivizing growth and engagement across trucking businesses (from owner-operators to large fleets).
- Spearheaded churn-less Go-to-Market (GTM) strategies and product launches by leading cross-functional teams, including Engineering, UX, QA, and Research, and aligning closely with Finance, Legal, and Marketing partners.

Alexa Shopping

- Achieved critical cross-organizational alignment to successfully streamline the discovery and interaction model for Alexa's extensive skill ecosystem, enhancing platform usability with proactive recommendations.
- Improved Alexa's response quality by 10X for product-related customer questions by driving cross-functional teams to meet higher bar for human judgement based metric Query Success Rate (QSR).
- Provided regular executive leadership reporting (VP-level) on weekly business metrics, comprehensive customer satisfaction reports, and progress toward annual strategic goals, ensuring organizational focus and execution.

BEAR ROBOTICS (*Strategic alliance with LG Electronics*)   Redwood City, CA
Lead Product Manager, Sensor fusion, Navigation and Fleet Management   2019 -July 2021

- Lead PM managing the complete product lifecycle for an autonomously navigating service robot, managing a three-person Design and PM team from initial onboarding through end-of-life.
- Defined the full ecosystem requirements encompassing sensor-fusion algorithms for autonomous navigation, and the development of multimodal UI/UX (gesture, sound, touch).
- Launched critical operational systems, including remote diagnostics dashboards, fleet management tools, and comprehensive technical support solutions.
- Piloted the flagship hospitality robot across over 100 locations, concurrently driving strategic product development partnerships with key industry leaders like SoftBank Robotics, Brinker International, and Cloud Kitchens.

QUANERGY SYSTEMS   Sunnyvale, CA
Director of Product Management'19, Product Lead '18, Sr. ASIC Design Engineer   2015-2019

- Drove the Go-to-Market (GTM) strategy for 0-to-1 LiDAR systems, commercializing applications in perimeter security, and enterprise-grade foot traffic analytics.
- Streamlined cross-functional communication, clarifying roles and responsibilities, leading to reduced inefficiencies and improved collaboration between teams.

INTEL   Santa Clara, CA
STANFORD LINEAR ACCELERATOR (SLAC)   Stanford, CA
Research Scientist   2012-2015

- Electrical Engineering lead on a multi-disciplinary moonshot project at Intel labs to develop a Single-Molecule DNA sequencer chip, collaborating with a team of biologists, physicists, and chemists.
- Designed Phase-Locked Loops (PLLs) for X-ray Detectors at SLAC, contributing to advanced instrumentation for scientific research.

EDUCATION:

Cornell University, Ithaca, NY
- Ph. D., Electrical and Computer Engineering
- Master of Engineering, Electrical and Computer Engineering

National Institute of Technology, Warangal, India
- Bachelor of Technology with Distinction

CONTINUING EDUCATION:
- Advanced Prompt Engineering for LLMs, Machine Learning University, Amazon, 2025
- Generative AI for Business Leaders, MLU, Amazon, 2023
- Machine Learning for Business Leaders, MLU, Amazon, 2021
- Design Thinking, Stanford University, 2015
- Natural Language Processing, Machine Learning University (MLU), Amazon

SELECT PUBLICATIONS, PATENTS & AWARDS
- S. B. Ayers, K. Berberian, B. Minch, M. Lindau, "Post-CMOS fabrication of working electrodes for On-Chip Recordings of Transmitter Release," IEEE Transactions on Biomedical Circuits and Systems,
- Vol 4, Issue 2, 2010.
- S. Ayers, K. Gillis, M. Lindau, B. Minch, "Design of a CMOS Potentiostat Circuit for Electrochemical Detector Arrays," IEEE Transactions on Circuits & Systems: Fundamentals and Theory, 54: 736-744, 2007.
- B. A. Minch, S. Bandla, and M. Lindau, U.S. Patent Serial No. 12/744,891, "Amplifier and Array for Measuring Small Currents."
- National Science Foundation IGERT Fellow 2007-2009. Integrative Graduate Education and Research Traineeship awarded to select inter-disciplinary graduate students.
- Student Research Accomplishment Award (SRAA) awarded to the best research presentation at the 52nd Annual Biophysical Society Meeting Society Meeting, 2008.
- National Institute of Technology Merit Scholarship for academic achievement awarded to top 5% students.