

Neal Shyam 309.397.8751 nealrs@gmail.com NYC [linkedin.com/in/nealrs](https://www.linkedin.com/in/nealrs)

Professional Experience

PRODUCT LEAD, VOICE APPS, SPOKENLAYER, 2017–

- Built Biden's Briefing Alexa Skill, enabling users to search for and listen to news articles curated by the former Vice President using Python, Redis, MySQL, and Heroku
- Product Owner for all smart speaker experiences across Alexa, Google Home, and HomePod
- Deployed over 50 Alexa & Google Home Voice Apps for a portfolio of publishers, including Random House, McClatchy, Gannett, Al Jazeera, AccuWeather, Hearst Digital, and TheStreet
- Built a serverless nodeJS web service to power both Google & Alexa Voice Apps
- Architected a bash & python ETL system to load Alexa Flash Briefing metrics into Amazon Redshift for client reporting
- Designed tools for testing Alexa invocation names, turning RSS feeds into scripts for voice artists, and deploying & debugging voice apps -- saving operations team 30 hours a week

DIRECTOR OF MARKETING & DEVELOPER EVANGELISM, DEVPOST, 2013–2017

- Product Owner for all marketing & communications, including newsletters, transactional email, brand guidelines, social media, and product copy
- Managed roadmap and built internal software tools for marketing, development, and community departments using JavaScript, Python, MySQL, and NoSQL
- Ran company rebrand along with CEO, CTO, and Lead Designer

LEAD ACCOUNT MANAGER, ADSTRUC, 2011–2013

- Prospected and on-boarded over 200 vendors, media agencies, printing partners, and independent buyers to ADstruc's outdoor advertising marketplace
- Closed over \$450,000 in outdoor advertising sales in 2012, (400% increase from 2011)
- Designed and built internal sales tools / CRM platform using PHP, MySQL, and JavaScript

SR. ENGINEER, CATERPILLAR, 2005–2009

- Worked in design, testing, manufacturing, and cost reduction for new product line involving internal teams, contract staff, vendors, physical assets, and hardware purchasing
- Saved over \$300k by spearheading cost reduction projects along with procurement, manufacturing, and design departments

Education

MBA, NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS, 2009–2011

B.S., MECHANICAL ENGINEERING, CARNEGIE MELLON UNIVERSITY, 2001–2005