Techquity

Launched TrueView video format that took YouTube business from unprofitable to $1B run rate. Quadrupled Google Maps Enterprise revenue through a focus on tailored solutions and specific verticals.

Experience

Executive Roles

Invoy
Advisor
Chief Product Officer

Livongo Health (Teladoc)
Vice President of Product Management

Twitter
Senior Product Director, Video/ Photos and Tweeting
Product Director, Head of TV & Video

YouTube
Product Director and Global Head of Partnerships, EDU & Family
Group Product Manager, Head of Monetization
Senior Product Manager

Google
Senior Director of Product Management
Product Manager

DoubleClick
Product Manager

Baljeet Singh
Partner

About Me

I am an experienced Product Leader with nearly two decades in product strategy and roadmap definition, product development processes, and building out teams. I have strong expertise across both Enterprise and Consumer products. The first half of my career was focused on monetization and media and entertainment tech, and the second half has been focused on industries where technology can play a more transformative role, such as Health, Education, and Transportation. I currently help companies where I can have an impact on building out 0-to-1 innovative products while also scaling the core business.

Career Highlights

Throughout my career, I have led Product and go-to-market strategies for mid-stage tech companies (Series A to pre-IPO). I have also led strategic planning and product prioritization processes and executed competitive landscape analyses while identifying unique differentiators. I have experience across B2B, B2C, and B2B2C environments and expertise in marketplaces, commerce, subscription, and ad-driven business models. In various senior leadership roles with YouTube, I pioneered YouTube's skippable ad format, scaling it to billions in revenue, and co-founded the YouTube Kids app, addressing content safety concerns for children. As Senior Product Director with Twitter, I designed, built, and launched the auto-playing video feature in the home timeline, leading to an increase in daily video views by 100x and a meaningful lift in engagement. As VP of Product Management, I developed an AI-based intervention solution for diabetes management for Livongo (acquired by Teladoc). I also served as Senior Director of Product Management for Google, where I launched and scaled the transportation vertical; aligned stakeholders across Google Maps to focus on transportation as a strategic bet, built out key APIs and SDKs to power trips from 3rd party transportation providers, including Uber, Lyft, DoorDash, and DHL, and grew revenue meaningfully.

Techquity Solutions

I am passionate about creating product and go-to-market strategies for early and mid-stage companies, helping leadership think through and create their product investment, planning, and prioritization process. I utilize my expertise in assessing market trends and analyzing the competitive landscape to help organizations determine differentiators to then identify overall product vision, north star metrics, use cases, and problems to solve for the product. This brings focus and ruthless prioritization to identify the shortlist of critical investments, whether that be B2B or B2B2C or direct-to-consumer types of environments.

Innovation & Impact

- Built the backbone for ride-sharing software on which the industry was built
- Pioneered an AI-based intervention solution for diabetes management
- Designed, built, and launched auto-play video feature in home timeline for Twitter, increasing daily video views by 100x
- Patent for Aggregated Performance Information for Video Content Items
- Co-founded and proto-typed YouTube Kids app., securing company buy-in to launch
- Pioneered skippable ad format for YouTube and scaled it to $ billions

Why Techquity?

I appreciate Techquity's business development support that allows for a structured focus on client work and consistency in advisory roles. I also value the team environment, shared expertise within the firm, and the opportunity to pair with engineering Partners for comprehensive client solutions.

Thought Leadership

- *Good Revenue Podcast: Building Great Products with Baljeet Singh (Google, Twitter, Invoy)*

Techquity

Seattle • San Francisco • New York • Boston

🌐 **techquity.ai**   ✉ **info@techquity.ai**

**Technology problems are the hardest problems.
We help you fix them.**

We Can Help

112124