

O. FELIX AMORUWA

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Mission-driven Senior Product Manager with 12+ years building deeply personalized, consumer-facing AI products at scale — scaling Intuit's consumer platform to 675M+ engagements with 275% YoY growth, and founding two AI-native consumer apps powered by agentic LLM systems and RAG pipelines. Proven ability to integrate generative AI and machine learning to create next-generation personalized experiences, with hands-on rapid AI prototyping from concept through App Store launch. NeurIPS published researcher; UC Berkeley Engineering + CMU MBA.

PROFESSIONAL EXPERIENCE

INTUIT | Mountain View, CA

Staff Product Manager — Consumer Engagement & Platform Infrastructure 06/21 – 09/24

- Drove 275% YoY growth in consumer engagements, scaling to 675M+ in FY23 across QuickBooks, TurboTax, Mint, Mailchimp, and Credit Karma — owning the roadmap for features that directly drove user engagement and retention at scale.
- Implemented ICE Presence in async chat, generating \$480K/month in additional invoicing and measurably improving consumer engagement metrics; deployed Background-to-Foreground Messaging on iOS/Android with <100ms latency.
- Used SQL and BigQuery telemetry to make data-driven prioritization decisions across ~20 mobile apps and 30+ product SKUs, establishing success metrics and adjusting strategy mid-flight based on quantitative and qualitative signals.
- Delivered ICE Self-Service platform (DevPortal, GitOps config, ICE Playground), reducing developer onboarding from 2–3 weeks to minutes — enabling faster iteration cycles for consumer-facing feature teams.
- Scaled platform throughput from 6K to 50K TPS via rSocket migration supporting ~1.5M concurrent connections with sub-25ms TP99; led cross-functional pod spanning engineering, design, and platform teams. DeveloperWeek 2022 speaker.

STREAMIO AI | Oakland, CA

Founder & CEO — Consumer AI Product (macOS, Linux, iOS & Web) 09/24 – Present

- Led 0-to-1 product strategy, customer discovery, and go-to-market for a consumer AI platform — conducting user interviews, iterating on personalized AI experiences, and shipping cross-platform apps (macOS, iOS, Web) with CEO-like ownership.
- Implemented OpenClaw multi-agent orchestration framework with agentic subagent delegation and session management — enabling coordinated generative AI workflows that deliver deeply personalized, context-aware experiences across multiple domains.
- Integrated Claude (MCP SDK) for real-time AI analysis of screen captures, enabling contextual conversations and personalized AI-generated outputs; built end-to-end auth and payments pipeline (Kinde OAuth 2.0, Stripe tiered subscriptions).
- Engineered real-time HLS livestreaming pipeline with multi-stream canvas compositing (up to 9 concurrent sources at 30fps) and cross-platform iOS app with on-device FFmpeg transcoding — demonstrating rapid AI prototyping from hypothesis to production.

FINTELLECT AI | Oakland, CA

Founder & CEO — Consumer AI Financial Platform (iOS/Android/Web) 09/24 – Present

- Built mobile-first consumer AI platform with guided investing journeys — architected RAG retrieval pipeline with ChromaDB vector store, multi-provider LLM orchestration (Claude, GPT-4, Gemini) with fallback routing, and structured output validation to deliver personalized, context-aware advisory experiences.
- Shipped domain-specific conversational AI agents embedded in mobile and web app, each scoped to distinct user needs — driving engagement through personalization at scale; executed go-to-market through App Store launch.
- Led customer discovery efforts and refined product roadmap based on user feedback, establishing partnerships with industry influencers to drive retention and growth.

SPLUNK INC. | San Francisco, CA

Senior Product Manager — Search Orchestration 01/19 – 01/21

- Designed repeatable RICE-based prioritization framework for 3 microservice backlogs, balancing internal partner, third-party developer, and Fortune 500 customer requirements — demonstrating structured experimental design and hypothesis-driven roadmapping.
- Delivered Scheduler Service end-to-end in ~4 months, enabling scheduled search capabilities for first-party applications; led query performance optimization achieving up to 10x improvements for beta customer. Splunk .conf18 & .conf19 speaker.

KAISER PERMANENTE | Pleasanton, CA

SOA Technical Product Manager 08/12 – 12/18

- Delivered enterprise healthcare platform products at scale — led Splunk Logging-as-a-Service (1.7 TB daily volume, 200+ internal customers) and ITSI Application Monitoring-as-a-Service, building experience in digital product development within the healthcare domain.
- Built caching capability using Redis and XC10 to address scalability, fault tolerance, and data redundancy; led demand forecasting and capacity planning across multiple datacenters.

IBM | Pittsburgh, PA / Foster City, CA / RTP, NC

Software Engineer — Business Intelligence Products 07/05 – 03/10

- Resolved multiple \$1–5M high-severity customer escalations for enterprise BI software; led cross-functional root cause analysis improving case resolution time by 20% across the Support Organization.

AI/ML RESEARCH & PROJECTS

aeval — AI Model Evaluation Platform (2025–2026)

- Built local-first evaluation platform with 5 core eval types (factuality, reasoning, instruction-following, safety, code generation), adversarial safety testing with refusal detection, and statistical rigor: bootstrap confidence intervals, Welch's t-test, Cohen's d effect size — directly applicable to measuring personalized AI experience quality. Stack: FastAPI, TimescaleDB, Redis, Next.js, Ollama.

RL Workbench — Post-Training RL Platform (2026)

- Built 3-phase RL post-training workbench covering the full RLHF/DPO pipeline — Reward Lab for A/B testing reward functions across 4 datasets, Playground for real TRL-powered GRPO/DPO training with live metric streaming, and Arena for head-to-head framework benchmarking (TRL, VeRL, OpenRLHF, NeMo RL); implemented 12 RL algorithms including PPO, GRPO, DPO, and SimPO.

BRAIN — Protein Structure Prediction ML Platform (UC Berkeley 2004; rewritten 2026)

- NeurIPS 2014 accepted paper; production ML platform in PyTorch with 5 neural architectures (feedforward, GRU, Transformer, ESM-2, multi-task), MLflow experiment tracking, Optuna HPO, and FastAPI serving — spanning 413 to 8B parameters (19M-fold scale increase).

EDUCATION

CARNEGIE MELLON UNIVERSITY, SILICON VALLEY

Master of Science — Software Management Mountain View, CA (08/16)

CARNEGIE MELLON, TEPPER SCHOOL OF BUSINESS

Master of Business Administration — Concentrations: Finance, Quantitative Analysis, Economics Pittsburgh, PA (03/12)

UC BERKELEY, COLLEGE OF ENGINEERING & HAAS SCHOOL OF BUSINESS

Bachelor of Science — Computational Engineering Science Berkeley, CA (12/05)

Certificate — Corporate Finance for Financial Engineering

TEACHING EXPERIENCE

DE ANZA COLLEGE | Cupertino, CA

Adjunct Faculty — Computer Information Systems Department 04/18 – Present

- Java Programming (CIS 35A/B, 36A/B), Introduction to PL/SQL (CIS 64C/G), Introduction to Data Analytics (CIS 44F), Fundamentals of Large Scale Cloud Computing — AWS, GCP (CIS 64E), Ethical Hacking (CIS 102), Digital Forensics (CIS 104), Managing Cloud Projects (CIS 95F).

ADDITIONAL INFORMATION

- FAA Commercial Drone License; FAA Private Pilot License (intended CFI)
- O'Reilly & OER Publications: Data Analytics and Managing Cloud Projects (forthcoming Summer 2026)
- First Tee Assistant Golf Coach — San Francisco Chapter (2012–Present), Pittsburgh Chapter (2011–2012)
- Interests: Classical & Jazz Saxophone (Alto/Tenor/Baritone), Triathlon, Golf, Intramural Basketball & Soccer