# Sofiyaa Subramanian

*Product Leader · In-Car Experience · Connected Vehicle · AI/ML · Automotive*

Sunnyvale, CA • 925-967-7366 • sofiyaa.m@gmail.com • linkedin.com/in/sofiyaa • sofiyaasubramanian.com

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## ■ SUMMARY

Product leader with 12+ years of experience building in-vehicle experiences, connected vehicle platforms, and AI-powered features at the intersection of automotive, mobile, and enterprise software. Known for translating complex technical systems into elegant, trust-building products — from 0-to-1 launches to large-scale OEM integrations. Deep expertise spanning in-car UX and infotainment, real-time connectivity (Bluetooth, Wi-Fi, LTE/5G, USB), AI/ML-powered security, and cross-functional partnership across automotive OEMs, cloud infrastructure, and consumer mobile. Driven by mission-oriented work that makes vehicles safer, smarter, and more delightful.

| **12+** | **10K+** | **66%** | **20+** | **$200M+** |
|---|---|---|---|---|
| Years PM Experience | Customers on Live View | Cloud Cost Reduction | OEM Integrations | ARR Contributed |

## ■ EXPERIENCE

**Lucid Motors** — **Lead Product Manager — In-Car Experience & Connected Vehicle** *Jul 2025 – Present*

*Defining how drivers and passengers interact with the vehicle across all scenarios — security, connectivity, infotainment, and passenger experience — within the Digital Infotainment organization.*

- **Android Auto Implementation:** Directly contributing to Android Auto readiness across two vehicle programs — Lucid Gravity (launched) and an upcoming Midsize platform. Driving Bluetooth and USB readiness and core connectivity requirements to ensure a seamless, reliable Android Auto experience for drivers.
- **Halo Secure AI:** Defined end-to-end product strategy for AI-powered vehicle security — connecting parked and driving threat scenarios via on-device perception models using in-cabin and surround camera streams, contextual visual and auditory alert logic, automatic recording, and encrypted evidence pipelines accessible by the vehicle owner.
- **Drive Recorder & Live View:** Shipped 0-to-1 in-vehicle Drive Recorder and mobile Live View app — adopted by 10,000+ customers streaming live sessions within 3 months. Drove cloud infrastructure optimizations reducing cost from $3 to $1/VIN/month (66% reduction) using real-time dashboards in Cloudflare Analytics and Kibana.
- **Multi-Modal Connectivity Platform:** Owned strategy for Bluetooth, Wi-Fi, LTE/5G (AT&T), and USB connectivity. Redesigned pairing and onboarding UX, reducing customer interaction steps by 40% and cutting service escalations through improved state machine handling.
- **Rear Passenger Experience Framework:** Created strategic pillars for a premium in-cabin experience — occupant comfort and personalization, passenger-initiated climate and seat preferences, entertainment and productivity integrations, and OTA update support. Replaced fragmented modular architecture with a scalable, simplified framework.
- **OEM Camera & Cloud Integration (Uber × Nuro):** Leading camera stream and cloud storage architecture integration with Uber and Nuro — coordinating embedded, cloud, and mobile layers for a reliable real-time data pipeline across partner vehicles.
- **Autonomous Vehicle Connectivity Program:** Managing AT&T LTE/5G partnership for connected vehicle experiences; defined requirements for reliable streaming, data offload, and remote monitoring across fleet.
- **Cross-Functional Launch Execution:** Coordinated vehicle integration, cloud infrastructure, service operations, and UX teams for Lucid Gravity platform beta launch with zero critical service disruptions.

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**DocuSign** — **Senior Product Manager (Contract)** *Oct 2024 – Jun 2025*

*Translated company-level growth objectives into a multi-product analytics roadmap, delivering measurable conversion and revenue outcomes.*

- **Revenue Impact:** Delivered $5M incremental ARR by defining roadmap across Funnel Metrics Dashboard, ML Lead Scoring, and Contact Data Enrichment — improving self-serve conversion by 20% for 2M+ quarterly leads.

- **Contact Data Enrichment:** Generated $1.46M MRR through product validated against global industry standards (NA, EMEA); partnered with data engineering to translate ambiguous asks into precise specs across Snowflake and Google Analytics.

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**Autosoft DMS** — Senior Product Manager (Contract)*Nov 2023 – Oct 2024*
*Owned API integration roadmap for OEM partnerships across GM, Ford, Toyota, and Stellantis.*

- **OEM Platform Revenue:** Drove $45M+ ARR through automotive API platform; generated $10M direct revenue through OEM software feature integration across 20+ partners.
- **GM Digital Retail Platform:** Launched platform achieving 20% increase in user interactions; led Toyota dealer migration (50+ dealers) with minimal disruption, exceeding revenue targets by 15%.

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**Tekion** — Senior Product Manager*Jan 2017 – Sep 2023*
*Shaped product roadmap at a hypergrowth automotive SaaS startup (Series A→D), contributing to $200M+ ARR and $4B+ valuation.*

- **Mobile-First Digital Service Experience:** Built mobile-first platform scaled to 75+ dealer partners, supporting Series B $22M funding round by translating dealership operational needs into clear 0-to-1 product requirements.
- **AI-Native Automotive Retail Cloud (ARC) DMS:** Launched with ML-driven service recommendations — generating $20M ARR and improving dealer CSI scores by 50%.
- **Advanced Analytics Platform:** Designed real-time dashboards, mobile access, and NLP query bot — built $15M annual revenue stream.
- **Developer API Platform (APC):** Onboarded 20+ OEMs with self-serve developer tools, saving $100K annually through scalable integration architecture.

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**Verizon Communications** — Product Manager (Contract)*Mar 2016 – Dec 2016*

- Reduced development time by 20% implementing Next Order Enable Platform through effective prioritization and cross-functional alignment.

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**Oman Fiber Optics Co.** — Program Manager*Jun 2010 – Dec 2013*

- Managed $100M+ telecom infrastructure projects for WiMAX/LTE networks — early foundation in connectivity systems integration and large-scale cross-functional execution.

## ■ EDUCATION

**M.S. Engineering Management —** Northeastern University
**B.E. Electronics & Communication Engineering —** Sri Venkateswara College of Engineering (Anna University)
**Designing and Building AI Products and Services —** MIT xPro | *Jul 2024*

## ■ TECHNICAL EXPERTISE

**In-Car & Infotainment:** Android Auto Implementation · Driver/Passenger UX Frameworks · Occupant Personalization · In-Cabin Display UX · OTA Updates · Entertainment & Productivity Integration
**Connected Vehicle:** LTE/5G (AT&T) · Bluetooth/Wi-Fi Pairing · USB · Camera Streams (In-Cabin + Surround) · Data Offload · Real-Time Streaming · State Machine Handling
**AI/ML Product:** On-Device Perception Models · Threat Detection & Classification · ML Lead Scoring · NLP Query Interfaces · AI Evidence Capture Pipelines
**Security & Safety:** AI-Powered Vehicle Security · Drive Recording · Evidence Pipeline Design · Live View Streaming · Trust & Safety Product Strategy
**OEM & Automotive:** Lucid Motors · GM · Ford · Toyota · Stellantis · Uber · Nuro · OEM API Platforms · 20+ OEM Integrations · Dealer Software Ecosystems
**Product Management:** 0-to-1 Launches · PRD Development · Roadmap Ownership · OKR Translation · Agile/Scrum · JIRA · Confluence · Executive Communication
**Analytics & Data:** Cloudflare Analytics · Kibana · Snowflake · Google Analytics · SQL · KPI Dashboard Design · Cost-Per-VIN Optimization
**Engineering Disciplines:** Cloud · Mobile · APIs · Embedded Systems (Cameras, Sensors, IoT) · Systems Architecture · Data Infrastructure
**Work Authorization:** Authorized to work for any employer without sponsorship (Green Card)