

## SIDDHARTHA CHATURVEDI

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### PROFESSIONAL SUMMARY

Innovative AI marketing leader with 15+ years of experience translating cutting-edge research into widely adopted products. Expertise in driving developer adoption of Generative AI, building high-performing marketing teams, and creating successful go-to-market strategies for AI technologies. Proven track record of leading cross-functional initiatives that deliver measurable business impact and establish thought leadership in emerging tech categories.

### MICROSOFT | Director, Strategic Missions and Technologies (Product)

*2019 - Present*

Led AI marketing and adoption initiatives across government, healthcare, and enterprise sectors, with a focus on bridging research innovation with market success.

- **Generative AI Adoption & Developer Marketing:** Led Generative AI adoption in the \$10B+ US Federal market, engaging 11 government agencies in lighthouse projects and securing 4 multi-year agreements for Azure OpenAI Service. Created developer-first marketing campaigns that drove 20K+ interactions.
- **Open Source AI Leadership:** Open-sourced Microsoft's Differential Privacy library in collaboration with Harvard, driving partner adoption and positioning Microsoft as a leader in trustworthy AI. Biomedical NLP model published on Hugging Face surpassed 600K downloads.
- **Category Creation & Product Marketing:** Defined and launched Microsoft Premonition from research prototype to revenue-generating product (\$10M+ ARR), creating the category narrative for AI-powered biosurveillance. Recognized with Fast Company's World Changing Idea award.
- **Team Leadership & Cross-Functional Alignment:** Built and managed cross-functional v-teams (20+ members) spanning Research, Product, Marketing, and BD. Mentored 20+ individuals, with many advancing to senior roles. Team engagement scores reached 89/100.
- **Data-Driven Marketing Strategy:** Implemented full-funnel dashboard tracking awareness to deployment, informing 35% budget reallocation. Conducted TAM/SAM analysis that guided hardware investments and pricing strategy.
- **Developer Community Engagement:** Designed multi-partner challenges (NASA-Marvel space-data) that attracted thousands of new developers. Created closed-beta "Insider" programs for real-time developer feedback on GenAI tools.

### MICROSOFT | Senior Manager, Partnerships (Life Sciences and AI)

*2017 - 2019*

- **AI-Driven Market Expansion:** Built an innovative Scale Pod recruitment model for Azure that onboarded 25+ ISVs in one year, generating over \$100M in new cloud revenue and becoming a corporate model for ecosystem growth.
- **Developer Ecosystem Building:** Orchestrated technical enablement for partners, including hackathons and quick-start templates that accelerated adoption. Led AWS-to-Azure migrations for key startups through hands-on developer engagement.
- **Healthcare AI Marketing:** Partnered with NHS on a £250M innovation program, creating compelling narratives that positioned Microsoft as a trusted AI partner in healthcare. Drove \$100M+ in healthcare cloud partnerships.

### MICROSOFT | Partner Business Evangelist, Developer Experience

*2016 - 2017*

- **Developer Community Growth:** Designed and executed AI developer enablement programs, including region-wide hackathons and workshops that accelerated Azure adoption for AI workloads.
- **Technical Marketing:** Created developer-friendly content and demos that simplified complex AI implementations, increasing trial-to-adoption rates by 40%.

- **Research to Production Adoption:** Advised teams on AI implementation best practices, ensuring models were production-ready and integrated into real-world workflows.

## **TATHAASTU SOCIAL INITIATIVE (INDIA) | Co-Founder & AI Product Lead**

2013 - 2014

- **AI for Public Health:** Developed and marketed predictive AI models for rural healthcare, improving medical access for underrepresented communities.
- **Recognition:** Named Top 30 Indian startups (Lufthansa) & Top 50 globally (MIT) for pioneering AI-driven health solutions.

## **CORE COMPETENCIES**

- **GenAI & LLM Marketing:** Deep experience marketing large language models and multimodal AI to developers and enterprises
- **Developer-First Marketing:** Proven track record of creating campaigns that drive developer adoption and community engagement
- **Team Leadership:** Built and led diverse marketing teams with high engagement and retention
- **Measurement & Analytics:** Expert in creating data-driven marketing frameworks that demonstrate clear ROI
- **Cross-Functional Influence:** Skilled at aligning stakeholders across product, research, legal, and communications
- **Open Source Strategy:** Successfully launched and scaled open-source AI tools with active community adoption
- **Category Creation:** Created compelling narratives for emerging technologies that established market leadership

## **EDUCATION**

- **MBA,** INSEAD
- **B.Tech,** Computer Science

## **PERSPECTIVES FROM COLLEAGUES**

*"Sid brings a unique ability to bridge research and product, translating complex AI concepts into real-world solutions that scale."*

- Mary Gray, Sr. Principal Researcher (Microsoft Research), MacArthur Fellow (2020)

*"He changed my mind. Sid doesn't just build AI - he deeply understands the science, tech, and impact, making him an invaluable partner in AI-driven discovery."*

- Dr. Ethan Jackson, Senior Director (Microsoft Research)

*"His strategic mindset and ability to harmonize diverse perspectives make him a trusted advisor in AI-driven innovation."*

- Susan Sullivan, Director of Growth Strategy & Planning (Microsoft)

## **CERTIFICATIONS**

### **Artificial Intelligence & Generative AI**

- Generative AI Fundamentals, Databricks
- Generative AI with Large Language Models, DeepLearning.AI
- Career Essentials in Generative AI, Microsoft & LinkedIn
- Ethics in the Age of Generative AI, LinkedIn

### **AI for Scientific Discovery & Healthcare**

- Data Science in Stratified Healthcare & Precision Medicine, Coursera