

CHIRANJEEV SINGH

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Senior Product Manager at Amazon with 10+ years in product management and 16 years in tech. A 0-to-1-to-100 builder currently unlocking access to new ad formats through GenAI. Previously led streaming monetisation on Prime Video and launched Disney+ Hotstar's ad platform from scratch and scaled it to a world-record 25M concurrent viewers.

RELEVANT EXPERIENCE

Amazon

Sr. Product Manager

London, U.K.

2022 - Present

- Lead Product Manager, Amazon Ads video creative; owning end-to-end advertiser experience **across \$4B+** annual ad spend on Prime Video, Netflix, Disney+, Samsung TV, Fire TV, and Alexa.
- Led GenAI creative pipeline transforming advertiser video assets to display and audio. Partnered with applied scientists to achieve **96% creative acceptance rate**, influencing **2.1%** of all platform video ad spend, unlocking **132% incremental reach**.
- Launched ASIN-based GenAI driven short video generation for Amazon sellers, removing the creative barrier for resource-constrained advertisers and converting **10,000+ new-to-video** advertisers onto the platform.
- Closed a critical brand safety gap on Prime Video by launching a program-level blocking and targeting framework. Unblocked major advertisers including Apple, **delivering \$100M+ ARR**.
- Spearheaded ad language targeting across Prime Video, Twitch, Fire TV. Coordinated across **50+ cross-functional stakeholders** to deliver a scalable multi-signal solution **into 10+ new countries**.

Joyn GmbH (Germany's 3rd largest video streaming service)

Sr. Product Manager

Munich, Germany

2020-2022

- Pioneered watch-time-based ad formats at Joyn, partnering with data scientists to design and **run 10+ cohort experiments**. **Drove a 5% quarter-over-quarter increase in ad inventory** while maintaining viewer retention, setting the foundation for ML driven personalized ad optimization.
- Collaborated with Designers, Legal, and cross organizational leadership to launch the **EU's first IAB-certified CMP** (Consent Management Platform) for TV devices, achieving **industry-leading opt-out rates under 2%**.

Disney+ Hotstar (Video streaming, now JioStar)

Sr. Product Manager

Mumbai, India

2018 - 2020

- Lead ads platform PM at Disney+ Hotstar. Built the in-house ad serving platform from the ground up, scaling from **beta to 100M+ daily unique users** and **3B+ impressions per month** across live and on-demand content.
- Delivered India's first personalised live sports ad via proprietary, optimized for sports server side ad insertion, maintaining **sub-1% buffering** and **playback failure rates**, reaching then **world-record 25M concurrent viewers**.
- Built an internal B2B campaign management tool **reducing campaign creation time by 75%**. Account teams got real-time access to 1P data, and visibility to live campaign optimisation during live sports **ensuring +37% inventory utilization**.

Mediastinct (Ad network & B2B Platforms)

Lead Product Manager

Mumbai, India

2014 - 2017

- Founding team member and end-to-end product owner. Defined product vision and 0-to-1 strategy, built and **led a cross-functional team of 12** across engineering, design, and QA.
- Launched a Native Ad Serving Platform from scratch on AWS, overseeing cloud infrastructure, product architecture, and multi-functional delivery. Scaled it to a full-service Programmatic Ad Exchange with SSP and DSP capabilities, from **zero to 30B+** ad requests per month **within 6 months** of launch.
- Built a B2B e-commerce platform for SMBs **processing 200+ daily orders**, **drove 60%+ recurring customer rate**.

Zycus (eProcurement)

Product Lead & Analyst

Mumbai, India

2010 - 2013

- Trained **ML models** achieving **95%+ accuracy** in spend classification; delivering **100% customer renewal rates**.

EDUCATION

Bachelors of Mechanical Engineering (Mumbai University, India)

First Class, 2010