

# Ashkan "Ash" Mofidi

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## SUMMARY

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Individual contributor Staff Product Manager with 10+ years building B2B platforms from 0-to-1, including a multi-tenant pricing platform spanning 7 international markets, a brand classification platform integrated across 600K+ entities, and a cross-border compliance decision engine for Mexico and Canada market expansion. Deep experience defining APIs, data contracts, integration architecture, and reliability standards that downstream teams and external partners depend on. Patent-pending in ML-based classification. Strong fit for IC platform leadership roles in retail tech, supply chain, and B2B infrastructure.

## EXPERIENCE

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- Walmart Global Tech, Sunnyvale, CA** **May 2020 – Present**  
*Staff Product Manager, Cross-Border Trade Platform* *Feb 2024 – Present*
- **Led Mexico and Canada market expansion** as IC product owner of a multi-market compliance platform delivered in 6 months with a cross-functional team of 20 engineers, designers, and analysts; defined the API contracts, eligibility decision engine, and integration patterns connecting commerce, customs, item, and tax systems.
  - **Drove 40% improvement** in eligibility decisioning across 8M high-velocity items by designing real-time data pipelines and exception-handling workflows surfaced through SQL and Tableau dashboards consumed by 6 downstream operating teams.
  - **Generated \$5M GMV in 90 days** by re-architecting the data ingestion contract for 200K+ US electronics SKUs, accelerating listing velocity 50% and reducing time-to-market for new categories.
  - **Scaled seller onboarding 30x** by automating the platform's intake, validation, and prioritization layer, cutting market-entry time from 6 weeks to 2 days.
- Senior Product Manager, Brand Identity & Classification Platform* *Jan 2022 – Feb 2024*
- **Built BrandHub, a patent-pending ML classification platform** (Python, TensorFlow) that resolved \$10B in financial discrepancies across 600K+ brands in year one and now serves search, ads, content quality, and marketplace as the system of record.
  - **Reduced counterfeit listings 40%** in 6 months through a self-service brand registration platform; onboarded 17K+ brand owners and drove 4.5% conversion lift on protected listings.
  - **Standardized 2.5M+ inconsistent brand records into 600K unified entities** via ML pipelines and ownership rules, improving downstream search accuracy 25% and lifting trademark resolution efficiency 65% YoY at 95% automated verification rate.
  - **Generated \$50M+ incremental GMV** by exposing brand identity signals to advertising and personalized storefronts, validated through A/B testing.
- Product Manager, Global Pricing Platform (PriceX)* *May 2020 – Jan 2022*
- **Built PriceX from 0-to-1**, a cloud-based, multi-tenant pricing platform launched in Costa Rica and scaled to Canada, Mexico, and 5 Central American markets, with localized integrations to in-market commerce systems.
  - **Reduced pricing update latency from 24 hours to under 1 minute** by re-architecting the pricing orchestration layer and event pipeline, transforming Canadian eCommerce competitive responsiveness.
  - **Cut manual pricing effort 75% and pricing errors 18%** via ML-driven recommendation tools, while increasing pricing visibility 90% through a unified timeline used by cross-functional teams across markets.
- PathNav Technologies, San Francisco, CA** **Sep 2018 – Apr 2020**  
*Product Manager*
- **Increased retail foot traffic 15%** with an AR indoor navigation app built on ARKit, iBeacons, and BLE, integrating real-time customer journey analytics to drive merchandising decisions.
  - **Led 0-to-1 agile transformation** from concept to MVP launch, partnering directly with engineering and design to ship a customer-facing experience used in pilot retail stores.
- Excibo, Los Angeles, CA** **Oct 2015 – Jan 2017**  
*Co-Founder & Product Manager*
- **Raised \$40K seed** to launch a no-fee campus food delivery platform; shipped customer, driver, and restaurant-facing web apps with an overseas engineering team and delivered 1,200+ orders in 5 months with 2 part-time drivers.

## EDUCATION

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**Cornell University**, Product Management Certificate  
**San Francisco State University**, B.S., Computer Science  
**California State University, Long Beach**, B.S., Mechanical Engineering

## SKILLS & DISTINCTIONS

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**Platform PM:** Multi-tenant architecture, API design, data contracts, integration patterns, system reliability, scalability, developer experience, B2B SaaS, technical product management, platform strategy, internal tooling, retail tech, e-commerce, supply chain, marketplace platforms

**Product & Leadership:** Roadmapping, discovery, go-to-market, lifecycle management, A/B testing, OKRs, stakeholder management, cross-functional leadership, agile/scrum, data-driven decision making

**Technical & Distinctions:** SQL, Python, TensorFlow, Machine Learning, Tableau, JIRA, Confluence, REST APIs, event-driven architecture.

Patent-pending: ML-based brand classification system. President's Leadership Fellowship, SF State.