

# ASHWIN CHANDRASEKAR

P&L-Oriented; Technology Executive | Ex-Founder | AI & Product Champion | Enterprise & Data Architect

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## MEDIA PRESENCE & THOUGHT LEADERSHIP

### ETCIO "SamurAI Code" Podcast (October 2025)

Featured discussion on how AI and data platforms are transforming personalization, operations, and customer experience at Third Wave Coffee.

[cio.economictimes.indiatimes.com/podcast/how-third-wave-coffees-cto-is-blending-ai-with-your-morning-cup](https://cio.economictimes.indiatimes.com/podcast/how-third-wave-coffees-cto-is-blending-ai-with-your-morning-cup)

### Images Retail Magazine (August 2025)

Profiled for leading AI-driven transformation and innovation at Third Wave Coffee.

[linkedin.com/posts/ashwinchandrasedkar\\_got-featured-in-the-images-retail-magazine](https://www.linkedin.com/posts/ashwinchandrasedkar_got-featured-in-the-images-retail-magazine)

### AIM Media Interview — "How Tech Powers Bangalore's Favorite Café" (November 2025)

In-depth conversation with AIM Media on AI, Technology, and India's Café Culture.

[youtube.com/watch?v=k0\\_zWN3Y65Y](https://www.youtube.com/watch?v=k0_zWN3Y65Y)

## EDUCATION

### MBA — Technology, Global Management & Entrepreneurship

UCLA Anderson School of Management, Los Angeles

2021 – 2023

### Bachelor of Engineering (Mechanical)

Anna University, Chennai

2002 – 2006

## KEY HIGHLIGHTS

Business Partnering • Agentic AI Architecture • Technology Roadmap • AI Strategy • Distributed Systems Design • Product Strategy • Enterprise Data Engineering • Search (Elasticsearch) • Full Stack Development • Business Intelligence • Global Stakeholder Management

## KEY PROJECTS & IMPACT

- **Agentic AI Business Intelligence Platform** (Third Wave Coffee) — Built autonomous AI agents connecting to live business databases, enabling real-time revenue and expense analysis with dynamic, conversational insights for executives
- **AI-Powered Travel Assistant** (Travafa) — Created multi-turn agentic AI experiences orchestrating destination discovery, trip planning, booking, and reminders through seamless autonomous workflows
- **Enterprise Digital Transformation** (Third Wave Coffee) — Migrated legacy systems to modern tech stack (Flutter, DataBricks, LS Retail) across 190+ café locations, achieving 40% development efficiency gains
- **Alexa Auto Platform** (Amazon) — Delivered offline music streaming to 500K+ vehicles, driving \$30M+ in global revenue and 32% user engagement increase
- **E-commerce Search & Personalization** (ThoughtWorks / Falabella Group) — Engineered NLP-powered search using Elasticsearch for Latin America's leading \$10B+ retail conglomerate, improving conversions by 10%

## PROFESSIONAL EXPERIENCE

### Chief Technology Officer | Third Wave Coffee

Bangalore, India

July 2024 – Present

India's leading technology-driven specialty coffee chain with 190+ cafés and \$28M+ annual revenue

- Own end-to-end technology strategy spanning ERP/POS, consumer mobile apps, in-store systems, data engineering, and cloud infrastructure for the national café chain
- Lead a 42-member engineering and product team, driving next-generation café technology innovations to support aggressive expansion goals

- Orchestrate customer segmentation and user journey strategies, leveraging behavioral analytics and personalized messaging to maximize retention and customer lifetime value
- Drive **16.5% increase** in online orders through enhanced mobile apps featuring loyalty programs and dine-in capabilities
- Deliver **21% reduction** in transaction times by implementing LS Retail and Microsoft Business Central POS across 190+ locations
- Reduce development overhead by **40%** through strategic migration from native mobile apps to Flutter, accelerating feature rollouts
- Establish scalable data engineering pipelines using DataBricks with real-time analytics dashboards enabling strategic decision-making

### Founder & Developer | Travafa (Pirtzel Technologies)

January 2024 – Present

Bangalore, India

AI-powered collaborative travel assistant — Live on App Store and Play Store

- Conceptualized and launched AI travel assistant from ideation to market, building end-to-end multi-turn agentic AI experiences
- Conducted extensive market research (57 interviews, 12 surveys) identifying unique market gap and shaping product vision
- Architected scalable backend infrastructure using Django, integrating LLM-based personalized recommendations
- Led cross-functional development team (developers, designers, QA) delivering rapid MVP iterations based on real user feedback
- Successfully launched on both App Store and Google Play with positive user feedback and steady adoption growth

### Senior Technical Program Manager | Amazon (Alexa)

October 2022 – January 2024

Seattle, United States

Amazon Alexa is a voice-controlled assistant powering smart speakers, in-vehicle systems, and smart home devices

- Delivered Alexa Auto solutions (offline music streaming) to **500K+ vehicles**, achieving **32% increase** in user engagement
- Generated **\$30M+ in global revenue** through 15+ impactful product features for Alexa Audio's Auto initiative
- Managed full product lifecycle from ideation to deployment, collaborating with cross-functional teams across engineering, legal, and business

### VP of Technology & Program Management | Inviz.ai

December 2020 – August 2022

Bangalore & Los Angeles

AI/ML technology services company specializing in NLP, computer vision, and deep learning solutions

- Built and scaled program management function from ground up, directly contributing to **4x revenue growth** from \$500K to over \$2M
- Established delivery frameworks, governance structures, and client engagement models that became company standards
- Directed AI-driven drone technology project for precision agriculture, achieving **14% cost savings** for US-based agriculture enterprise
- Developed warehouse optimization AI solution reducing operational expenses by **37%** through intelligent automation and predictive analytics
- Led cross-functional teams across India and US, managing complex stakeholder relationships and delivery timelines

### Senior Technology Consultant | ThoughtWorks

December 2017 – December 2020

Hyderabad, Singapore, Chile

Global technology consultancy specializing in strategy, design, and software engineering — serving Fortune 500 clients across APAC and LATAM

- Led development of enterprise e-commerce search and personalization platform for **Falabella Group** (Chile's second largest retailer, \$10B+ revenue), improving search conversions by **10%** across Falabella, Sodimac, and Tottus brands
- Architected and delivered personalized logistics solutions integrating real-time inventory and location data, increasing checkout conversion rates by **8%**
- Spearheaded mobile banking transformation for DBS Bank (Singapore), migrating legacy apps to modern architecture and enhancing digital experiences for **7 million customers**
- Drove technology consulting engagements across multiple geographies (India, Singapore, Chile), delivering solutions in retail, banking, and logistics domains
- Mentored junior consultants and led technical workshops on microservices architecture, test-driven development, and continuous delivery practices
- Collaborated with C-suite executives to define technology roadmaps aligned with business objectives and digital transformation goals

## Senior Technology Consultant | Cognizant

August 2016 – December  
2017

Chennai, India

American multinational IT services and consulting company

- Managed Walmart's digital merchandising ML project, deploying 100+ models enriching **35 million+ active SKUs**
- Achieved **2.3% sales increase** and **3% reduction** in order returns through intelligent product enrichment
- Developed automated spend analysis solution contributing **\$2M+** in cost savings recommendations

## Founder & CEO | Buybazaar.com

February 2012 – August  
2016

Chennai, India

Pioneering online-to-offline grocery commerce platform — one of Chennai's first hyper-local e-commerce ventures

- Founded and scaled hyper-local grocery e-commerce venture from concept to **INR 45M+ turnover** achieving **216% average YoY growth**
- Developed comprehensive business plan, pitched to investors, and successfully raised **\$300K seed capital** to fund expansion
- Built and led high-performing team of **50+ employees** across technology, operations, logistics, warehousing, and customer service
- Acquired **25,000+ registered customers** and fulfilled **500,000+ orders** through data-driven marketing campaigns and referral programs
- Pioneered omnichannel retail model integrating online platform with physical stores and warehouses optimized for local-customer-centric inventory
- Designed and developed full e-commerce technology stack including website, iOS and Android mobile apps, order management, and delivery tracking systems
- Established operational excellence across supply chain — vendor negotiations, inventory management, last-mile delivery, and quality control
- Gained invaluable entrepreneurial experience in P&L; management, unit economics, customer acquisition cost optimization, and scaling operations
- Navigated competitive landscape against well-funded competitors (BigBasket, Grofers) through hyper-local focus and superior customer service

## EARLIER CAREER (2006 – 2012)

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Built foundational expertise across technology, product, and go-to-market functions through diverse roles at software companies:

- **Sumeru Software** (2010 – 2011) — Product Marketing & Technology roles, bridging technical capabilities with market positioning
- **K7 Computing** (2008 – 2009) — Marketing & Product roles at the security software company, driving product strategy and market outreach
- **Indium Software** (2006 – 2007) — Sales & Product roles, gaining early exposure to enterprise software sales cycles and client engagement

## CERTIFICATIONS

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- Post Graduate Program in AI and Machine Learning — Texas McCombs University / Great Lakes Institute of Management
- AWS Certified Solutions Architect – Associate — Amazon Web Services
- Full Stack Software Engineering Certification — BITS Pilani
- Executive Presence, Influence and Storytelling — Indian Institute of Management, Kozhikode
- Global Leadership and Management — UCLA Anderson School of Management