
TARA BHAMRA

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TECHNOLOGY PRODUCT MANAGEMENT

BLOCKCHAIN • MACHINE LEARNING • ARTIFICIAL INTELLIGENCE • AR/VR • DATA & ANALYTICS • WEARABLES

Future-looking product innovator who draws upon art, science, and design to combine emerging technologies for profitable new concepts. Led multimillion-dollar projects at Fortune 100 and entrepreneurial innovation centers. Thrives as changemaker, cultural leader, and executive team partner. Highly regarded for business acumen.

DIGITAL MEDIA • CONSUMER TECHNOLOGIES • WIRELESS COMMUNICATIONS • CYBER SECURITY

Cross-functional Relationships • Team Building & Leadership • Insights • Product Quality • Commercialization • KPIs
Strategic Partnerships • Project Management • Budget Management • Cost Control • Perpetual Learning

PROFESSIONAL EXPERIENCE

Disney Research – Los Angeles, CA

2014 – Present

R&D Director – Media Labs (Center of Excellence)

Machine Learning • IoT • Wearable Technology • Blockchain • AR/VR • Digital Media Platform

Defined product strategies to strengthen the company's position in intensely competitive consumer markets. Managed 10 direct reports and \$25M annual budget to design and build emerging technology concepts.

- **Transformed the way Disney developed strategy, process, and products** to strengthen business performance. Collaborated with business leaders to distill trends and insights into strategic direction.
- **Built and empowered a team** and forged a human-centered workplace culture that helped staff think strategically about customers. Shifted focus from one-vendor solutions to wide-ranging partnerships.
- **Served as technology head of Patent Committee**, collaborating on the innovation vision and establishing the innovation stack. Approved 60 IP disclosures in 2018, 55 in 2017, and 45 in 2016.

Projects:

- **Smart Media / Content Processing.** Enabled company to compete in the streaming media / OTT arena by architecting and executing a cloud platform that served hyper-targeted content to consumers through metadata analysis and use of TensorFlow, Python, and Amazon Machine Images (AMIs) in an integrated framework. The new model stabilized revenue and market share.
- **AR/VR.** Led application of Microsoft HoloLens, HTC Vive, and Oculus to re-imagine content delivery, including patented 360-degree view of stock market activity.
- **Smart Park.** Contributed to 30% revenue growth at theme parks by delivering new technologies appealing to the modern consumer. Applied VR innovation for a synchronized roller coaster experience. Worked with Vivalink to develop a PCI-compliant, self-destructing, wearable sticker that debuted at New Year events. Developed ML-based text extractor software to read paper tickets and credit card receipts, achieving 97% read accuracy even when challenged with creases and blemishes.
- **Identity Management / Data Protection.** Assessed blockchain technology for identity management and data protection uses. Partnered with Stanford University on a transparent transaction processor.

AT&T Labs– Middletown, NJ

2010 – 2014

Principal Member of Technical Staff

Digital Media Platform • Cyber Security

Led a team of developers to build enterprise-grade security software for the company's Content Distribution Network (CDN) and U-Verse managed platforms, enabling global growth while securing data from cyber-attacks.

- **CDN Cyber Security.** Architected and developed a scalable, fully integrated software solution that secured inbound data streaming and outbound white-labeled data services. Met requirements for load balancing, internal traffic monitoring, monetization and international content distribution.
- **U-Verse Set-Top Box Security.** Combated network intrusions and supported network innovation by working with network teams on security test planning and implementation. Succeeded in thwarting attack scenarios including TB hacks and VHO/SHO (Video Hub Office / Super Hub Office) targeted attacks.

Xerox PARC– Palo Alto, CA

2005 – 2009

Technology Leader / Group Lead

Wireless Communications • Big Data Analytics

Created value for enterprise and government customers by leading iterative design process to convert ideas into commercialized products that met strategic business goals. Leveraged analytical reasoning and imagination to find new uses for emerging technologies.

- **Analog-to-Information Conversion.** Served as Principal Investigator to develop a variant of Quadrature Mirror Filtering (QMF) technique to isolate spectrum and suppress noise in digital signal processing.
- **ExxonMobil Project.** Collaborated with customer teams to develop a solution for estimating oil reservoirs in wells. Applied wireless algorithms to process 50PB of data to recover patterns.
- **Sony HDTV.** Contributed to developing HDTV signal processor chip for client's TV sets. Created algorithms to demodulate and decode HDTV (8-VSB) and cable (DOCSIS) signals. Wrote Monte Carlo simulations to determine commercial potential of fading/non-fading wireless channel models.
- **DARPA (DoD) Project.** Worked with vision team to improve next-generation armored fighting vehicles by providing 360-degree situational awareness through data visualization achieved by porting multi-camera/multimodal image-stitching algorithms to 9-FPGA Xilinx "Monster" real-time processing card.

Motorola Labs – Austin, TX

1997 – 2005

Sr. Communications Engineer

Cellular Communications • Big Data Analytics

Applied MATLAB coding and subsampling technique to create image reduction/elimination signal processing algorithms for cell phones.

ADDITIONAL QUALIFICATIONS

EDUCATION

MSEE, Texas A&M University

BSEE, NED University

PATENTS

5 issued patents • 7 pending patents