

Ariffin Yahaya, Ph.D.

(949) 302-0003 | ariffinyahaya@gmail.com | San Jose, CA 95135 | www.linkedin.com/in/ariffin

TECHNOLOGY EXECUTIVE | SENIOR ARCHITECT | CLOUD TRANSFORMATION LEADER

Technology executive and Chief/Principal Architect for large-scale search, ads, and data platforms. At **Yahoo**: unified search architecture serving 100M DAU across 1,000 engineers, contributing to \$1.8B multi-year revenue lift. At **Amobee**: \$6M/yr TCO reduction and 48h to 4h reporting latency. At **Autodesk**: leading product-data cloud migration across 200+ engineers; delivering ISO-19650 Common Data Environment with 5s vs 60s competitor's performance. Board advisor to \$15B+ financial services firm.

CORE COMPETENCIES

Architecture & Platforms: Enterprise Architecture | Platform Modernization | Microservices & APIs
Cloud & Scale: Hybrid/Multi-Cloud | Reliability & SRE | FinOps & Cost Optimization
Data & AI: Data Platforms & Governance | AI/ML Platforms | Security & Compliance
Governance & Execution: Architecture Governance & Decision Rights | Developer Experience & Golden Paths | M&A Tech Diligence & Integration

PROFESSIONAL EXPERIENCE

Senior Distinguished Architect, Autodesk, Inc., San Francisco, CA, **June 2024–present**
Senior-most architect reporting to the Chief Architect; leading 5 architects to drive \$3B portfolio value product data cloud transformation across 200+ engineers.

- **Leading cloud-native product data transformation** from single-user product data siloes to a unified cloud-native product data platform, enabling real-time collaboration for existing and future applications.
- **Chair of Architecture Review Board** across 5 product lines to align product data architecture.
- **Securing European market compliance** with ISO 19650 Common Data Environment, with 12x faster performance than competitors (5 vs. 60 seconds) when filtering large (1M+) document collections.
- **Eliminating redundant infrastructure** by consolidating competing storage platforms.
- **Led technical due diligence** for \$20M investment, identifying risks and validating IP portfolio value.

Group & Principal Architect, Amobee, Inc., Redwood City, CA, **August 2019–November 2022**
Architect partnering with C-suite to transform a \$500M ad platform processing 10 billion daily bids.

- **Reduced platform TCO** by \$6M annually and improved reporting latency 12x (48 to 4 hours) through open-source Hadoop migration and Druid streaming implementation.
- **Unified data** across seven acquisitions via an enterprise data dictionary and standard access patterns.
- **Implemented data governance** to meet SingTel compliance (access controls, lineage, retention).
- **Established and chaired an Architecture Council** aligning product, engineering, and data science across a 500+ person organization on platform standards and roadmaps.

Chief Architect, Yahoo Inc., Sunnyvale, CA, **September 2008–December 2018**
Chief Architect reporting to SVP, leading 1,000 engineers driving a \$5B search platform serving 100M DAU.

- **Drove \$1.8B annual revenue growth** by unifying search architecture and monetization strategy through smart query routing and cross-platform optimization.
- **Architected multi-provider search** (Google and Microsoft/Bing) with predictive revenue optimization to maximize monetization per search term and diversify revenue.
- **Created “Bricks” capability taxonomy** rationalizing 300+ redundant technologies across Yahoo's portfolio to establish a technology prescription framework to accelerate product delivery by 35%.
- **Managed 40+ developer cross-functional strike teams** to speed up critical internal projects by 50%.
- **Served as one of 7 executive M&A leads** evaluating 30+ acquisition targets, created technical due diligence framework and completed 2 (\$35M and \$15M) acquisitions critical to Search within 6 months.
- **Monetized platform** through native ads (\$300M/year) and dynamic pricing algorithms (25% increase).
- **Championed internal capability monetization strategy** to bridge \$600M quarterly revenue gap, establishing partnership team best practices that ultimately generated \$500M+ annually.

- **Led Yahoo's first cloud migration to AWS** for 500,000 Small Business clients, establishing cloud best practices and governance framework.

INTERIM EXECUTIVE ROLES (2023–2024)

Chief Architect, Augment-Me, Inc. (Health Tech), Milpitas, CA, **October 2023–February 2024**

- **Opened \$50M+ pediatric market opportunity** by replacing legacy headset-based brain scan with camera eye-tracking correlated to neural data analysis.

VP of Ad Platform, CoolerScreens, Inc. (Retail Tech), Chicago, IL, **March 2023–July 2023**

- **Unlocked ~\$100M in advertising inventory** value by architecting programmatic marketplace (OpenRTB) for 100,000 LED cooler-door screens.
- **Solved critical IoT architecture latency bottleneck** achieving real-time POS-verified conversions.

BOARD & ADVISORY EXPERIENCE

Chair, Innovation & Technology Committee, Etiqa Insurance, Malaysia, **August 2021–present**

Advise the board and C-suite on AI, cloud, and digital transformation strategies in the regulated financial-services sector, with emphasis on risk management and compliance across \$15B+ in AUM.

Board Member & Technology Advisor, OneMarket Inc., Los Angeles, CA, **January 2014–December 2020**

Guided platform architecture and data monetization strategy for container-shipping exchange.

THOUGHT LEADERSHIP

Speaker, “File+: Future of Cloud Product Data”, **Autodesk TechX Unconference,** Las Vegas, NV, **May 2025**

Panelist, “Navigating the Threads of Economic Relatedness”, **PNB Knowledge Forum,** Malaysia, **July 2024**

Speaker, “Reporting: 90% Faster with Streaming”, **Amobee Architecture,** Redwood City, CA, **March 2022**

TECHNOLOGIES

Platforms & Cloud: AWS; GCP; Kubernetes; Docker; Terraform

Architecture: Microservices; Event-Driven; REST/GraphQL APIs; Domain-Driven Design

Data & AI: Kafka; Flink; Hadoop; Spark; Druid; Cassandra; Redis; LLMs; Vector Databases (Milvus)

Languages: Java; Python; Perl; C; SQL/NoSQL

Ad-Tech: OpenRTB; IAB Standards; Programmatic Platforms

EDUCATION

Ph.D., Computer Science, University of California, Irvine, **June 2009**

Dissertation: “Managing Internet Resources using Economic Mechanisms.” Pioneered economic models for cloud resource optimization—used in Hitachi's China nationwide network management tender.

Master of Science (M.Sc.), Computer Science, University of California, Irvine, **June 2006**

Bachelor of Science (B.Sc.), Computer Science, California State University, Northridge, **June 2001**

EARLIER CAREER (2000–2008)

Founder, Geniosys, LLC, Los Alamitos, CA, **2006–2008**

Led development of HIPAA-compliant healthcare software products with technical team of 15 engineers.

Research Scientist, University of California, Irvine, CA, **2000–2006**

Secured \$1M+ in research funding across four grants for distributed computing projects, collaborating with international teams from Hitachi, NEC, KDDI (Japan) and Zuse Institute (Germany).

PATENTS & PUBLICATIONS

US Patent 20120323689 (2012) - Location-based advertising/monetization systems.

8 peer-reviewed IEEE publications on distributed systems and cloud computing.