

Tyler Singletary

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Developer Experience as Product

I have over 20 years of experience in developer relations, AI/ML startups, and product management, with a focus on developer ecosystems. Demonstrated empathy when engaging with diverse stakeholders and a deep understanding of the challenges of working within competing priorities.

WORK EXPERIENCE

Amazon Web Services (AWS)

AI/ML Startups Product Specialist

New York, NY

- Authored GenAI/SLM playbooks for LoRA fine-tuning and evaluation frameworks used by founders and field teams to accelerate POC-to-production.
- Collaborated on empathic developer-first positioning, small-language model training and productization for seed to Series B startups. Directly supported 25 companies and influenced 350 via events, videos, and programs.
- Developed engaging technical content and demos for small language models and fine-tuning use cases, resulting in 15 portfolio activations over \$250K ARR each within 6 months.
- Leadership and influence: Served as the technical counterpart on complex opportunities and mentored founders on GTM, evaluation practices, and production readiness.
- Increased adoption of AWS Bedrock managed AI inference and AWS SageMaker model development, influencing over \$1.2M in net new cloud consumption.

Tagboard

11/2016 – 08/2024

Chief Product Officer

New York, NY

- Launched 7 revenue-driving products on a unified platform and shifted from freemium to a combined sales and product-led growth motion, increasing expansion and upsell.
- Systematically addressed core customer needs with the product release of Data-Driven Graphics, resulting in a 200% growth in new customers within 12 months. Catered a customer-need focused product roadmap taking inputs from diverse sources into ProductBoard.
- Grew product team from 1 to 4 and product engineering from 4 to 16 within 12 months.
- Led third-party API platform strategy and ecosystem integrations (Twitter, Facebook, Instagram, Snap, Reddit), expanding distribution and enterprise adoption.

Canvs AI

02/2018 – 12/2019

Product Consultant

New York, NY

- Directed focus to building the Product + Data Science operating system needed to scale. Mentored the product org, aligning best practices to company stage, and grew team from 1 to 3 PMs.
- Partnered with Data Science to restructure supervised models for emotion and topical classification, raising precision/recall from ~70% to ~85%, expanding capabilities from sentiment to categorical/topical analysis, and improving data trust for enterprise customers (global CPGs; top-tier broadcast/cable networks).
- Improved efficiency for customer success and professional services 120% by introducing human-in-the-loop data labeling program for thousands of annotations monthly.

Lithium Technologies

04/2014 – 11/2016

VP and General Manager, Klout & Consumer Data

San Francisco, CA

- Brought community personalization and priority-based routing in customer care to market within 6 months. Both features were adopted by leading enterprise brands and tied to \$50M+ in influenced pipeline and upsell.

- Led the integration of Klout's topical influence and consumer data assets into Lithium's platform. Managed a 10-person cross-functional team and reported directly to the CEO.
- Scaled the Klout Data Platform to \$10M in revenue and secured two-way data partnerships with Twitter, Salesforce, and Epsilon.

Klout

08/2011 - 04/2014

Developer Evangelist & Platform Product Lead (exited to Lithium Technologies)

San Francisco, CA

- Joined Klout in 2011 to build the developer ecosystem and quickly progressed to Director of Platform Product (Jul 2012-2014), reporting to the SVP BD/Platform. I owned API/platform strategy, monetization, and partner success—spanning product, data science, and GTM.
- Shipped Topical Influence Scoring (NLP), Identity Resolution ("Identity Wheel"), Bulk Enrichment, and SDKs. Executed API versioning/deprecation policy and expanded bulk throughput while holding SLAs, clenching a triple-digit lift in match rates for customers and +150% relevant data via topic ranking. API latency reduced from hundreds of ms to ~12 ms.
- Productized API Platform experience end-to-end, resulting in a 7-figure ARR and 60% of the company's revenue in two years. Implemented usage-based tiers, a certified partner program, and enterprise data licenses alongside developing premium data features. Maintained 87% annual renewal rate across direct and channel partners (Twitter).
- Increased freemium to enterprise conversion of developers by 280% y/y by introducing productized API data insights. Delivered billions of impressions through Microsoft Bing + Klout integration. Managed development and release of influence-enriched news discovery with ML features like "when to post" and personalized tagging.
- As Developer Advocate, presented/supported 20+ events globally (APIDays, API Strategy & Practice, The Business of APIs, AngelHack, ReCommerce Day), in addition to blog posts, tutorials, SDKs, and day-to-day enablement and promotion.

CERTIFICATIONS

Machine Learning Specialization

02/2024 - Present

DeepLearning.AI, Stanford University

PROJECTS

Stockstead.com

01/2026 - 01/2026

Mortgage calculator for high net worth individuals, giving options like SBLOCs and tax optimization not found in any other calculator. Node.js, pure Javascript frontend, Supabase storage.

Historic

Generative stories and podcasts for historic locations. "Foursquare for History," with a creative twist. Python backend, Swift IOS app, React web frontend. Fine-tuned edge models (GPT-OSS), TTS.

Orchestrately

Proactive LLM chatbot agent for missing context to align teams during conversations on Slack.

Ravel AI MIDI Orchestrator

Custom MacOS digital audio workstation with chatbot, including ML model, tokenizer, and app for generating expressive MIDI data (dynamics, articulations) and A/B testing orchestration for professional music composers. Swift, Python, PyTorch.

PUBLICATIONS

Unfolding opportunities from the use of APIs in Europe

04/2021

EU Science Commission

Quoted and summarized discussion with other API and industry platform experts

API Platforms and Ecosystems and Product Management

<http://substack.com/@tylersingletary/>

Collected from conference keynotes, talks, fireside chats, and interviews, as well as evolving thoughts on platforms, APIs, and ecosystem strategy.