

NOORUSSAAD ARMAR

Senior Product Leader, Enterprise Software Platforms, AI & Partner Ecosystems

Greater Los Angeles Area, CA • a.noorussaad@gmail.com • +1 (323) 350-2445 • [LinkedIn](#) • [Portfolio](#)

14 years of Product Management experience across enterprise software, AI, and connected devices, including 10+ years leading technical and partner-facing teams that build and monetize platform ecosystems at Samsung. Products contributed to \$200M+ annual B2B revenue and \$15M+ software ARR; scaled a 100+ partner ecosystem and ACR from 700K to 30M+ TVs. Software Platform PM having an engineering foundation with shipped AI products.

PROFESSIONAL EXPERIENCE

Samsung Electronics America

Irvine, CA

Senior Product Lead, Display Software & Solutions | Senior Engineering Manager

Mar 2021 — Present

- Owned 2-to-3-year product roadmaps across **eight software products** and Samsung Kiosk, **contributing to \$200M+ annual B2B revenue across McDonald's, Starbucks, Walmart, RBI, Yum Brands, and Inspire Brands.**
- Led a ~35-person global cross-functional organization spanning U.S. and Korea** setting planning cadence, cross-team dependency management, and technical direction for engineering, presales, and partner teams.
- Led Tizen Enterprise Platform across 20+ global accounts** and 25K+ U.S. endpoints, including eBay, Tesla, Cisco, General Motors, Meta, Netflix, Workday, and Bridgestone, **growing software ARR to \$15M+** with B2B SaaS.
- Rebuilt and led Samsung's hospitality TV solutions** with IHG, Marriott, Hilton, Hyatt, Disney, Royal Caribbean, and 25+ vendors, **cutting installation time 75% and critical escalations 95%.**
- Named executive counterpart to partner CTOs and VP-level technical leaders**, negotiating integration scope, architecture, market-readiness requirements; partner with Legal on NDAs, MOUs, RFI/RFPs, and contract readiness.
- Delivered Samsung's AI Assistant for Android Digital Whiteboards** with IBM WatsonX — evaluated multiple foundation models, defined privacy, content-safety, and security requirements. Also led an **AI voice drive-through solution** integrating SoundHound, deployed with White Castle.
- Led and launched Samsung Kiosk** from year-long merchant research through POS, catalog, inventory, loyalty, payments, and GTM, **delivering at ~50% of incumbent cost and onboarding 25+ ISVs** and measured platform success across user activations, order completion, upsell, loyalty sign-ups, revenue lift, funnels, retention, and engagement.
- Delivered phone-to-TV handoff** via Google Cast and Apple AirPlay and led integrations of other streaming services with Samsung displays — Netflix, Prime Video, Disney+, Spectrum, and DIRECTV integrations.
- Launched SmartThings Pro, Samsung's IoT connected-device platform**, through MVP and pilot — measured on pairing success, latency, and session completion across mobile-to-TV.
- Recognized with Samsung's 2024 Best Presales Employee Award** for partner-facing technical presales leadership for Hospitality TV platform.

Samsung Electronics America

Irvine, CA

Product Lead, Digital Signage Platform | Engineering Manager

Feb 2017 — Feb 2021

- Built the U.S. partner marketplace program end to end** — application and onboarding standards, technical certification requirements, solution validation, and Tier A/B/C segmentation used to prioritize engineering support.
- Co-led outdoor product commercialization, winning McDonald's 50K-unit, \$250M U.S. deployment.**
- Delivered partner-facing developer enablement** — SDK documentation, certification guides, reference architectures, and integration playbooks for all Samsung digital signage software partners across 100K+ endpoints.
- Ran the annual Tizen Partner Solution Summit** for 5+ years, engaging 45–50 partners per year across recruitment, certification, and roadmap alignment.

Samsung Research America

Irvine, CA

Product Owner, Automatic Content Recognition Platform | Senior Software Engineer

Jul 2013 — Feb 2017

- Scale on consumer TVs** — transformed ACR from at-risk R&D into a commercial platform running on Samsung consumer smart TVs, **scaling from 700K to 30M+ devices across three global regions.**
- Field instrumentation & KPIs** — defined deployment and engagement instrumentation for on-screen TV experiences, measuring 2–3% interaction on 30-second prompts in the field, and reported platform performance to executive stakeholders on a recurring cadence.
- Validated the platform with Fox and H&M at the 2014 Super Bowl before global commercialization.

Fox Broadcasting

Software Engineer

Los Angeles, CA

Apr 2012 — Jun 2013

- Built interactive second-screen products for American Idol, The X Factor, and So You Think You Can Dance — turning viewers’ phones into live input devices against a broadcast TV experience.
- Supported an American Idol finale with 132M votes, architecting high-traffic platforms spanning web, mobile, content delivery, monitoring, and data aggregation under live broadcast load.

EARLIER EXPERIENCE

The Walt Disney Company, Game Developer | Mindspark Games, Game Developer | Fourth Wall Studios, Senior Web Developer | Level Studios, Web Developer | Designory, Web Developer

EDUCATION

Harvard Business School, Specialization in Leadership and Management
University of Southern California, MS, Computer Science, Game Development
University of Mumbai, BS, Electronics Engineering, Robotics

CERTIFICATIONS | PROFESSIONAL DEVELOPMENT

Management Essentials | Leadership Principles | Negotiation Mastery | Certified Scrum Master

SELECTED ACHIEVEMENTS & AWARDS

2014 R&D Project of the Year, ACR / H&M Super Bowl | 2017 Team of the Year, McDonald’s Outdoor Digital Signage | 2019 Team of the Year, Onyx Cinema LED | 2024 Best Presales Employee Award, Hospitality TV

CORE SKILLS

Software Platforms | Product Strategy | Product Roadmaps | Product Discovery | Customer Research | Product Analytics | Product Commercialization | AI Products | GenAI | Model Evaluation | AI Safety | Enterprise Platforms | Enterprise Security | Partner Ecosystems | B2B SaaS | Connected Devices | IoT | Hardware-Software Products | APIs | Integrations | Go-to-Market | Cloud CMS | Remote Device Management | Streaming Platforms | Payments | POS | SMB | Agile | Scrum | Cross-Functional Leadership | Global Team Management