

ROBERT SCHULTZ

Consumer AI · 3 Generations · 1B+ Users

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I build consumer AI at billion-user scale—the software layer that turns frontier research into products people actually use. 25 years shipping, the last decade focused on the AI that powers the devices we use, wear, and hold every day.

- Shipped AI to 1B+ users across three generations of consumer assistants—voice (Alexa), multimodal (Google Assistant), and ambient/agentive (Meta Wearables)—spanning on-device inference, cloud LLM serving, multimodal perception, and frontier model evaluation at global scale.
- Built and scaled engineering organizations of up to 50 across North America and Europe, owning end-to-end platform strategy, global partner ecosystems, and multi-million-dollar infrastructure budgets.
- Launched consumer AI platforms from zero to global scale—Alexa Music across 20+ countries on 100M+ devices; Grammarly for Developers into thousands of products—generating hundreds of millions in combined revenue.
- Established company-wide AI quality and product excellence frameworks at Meta, Google, and Grammarly—the measurement infrastructure that drove executive prioritization and AI investment decisions at billion-user scale.

EXPERIENCE

Meta

Sr. Leader, AI — Wearables · November 2024 - Present · Menlo Park, CA

Lead AI program strategy for Meta’s consumer wearables and smart glasses portfolio—owning the Contextual and Proactive AI roadmap across display and non-display form factors. Bridge frontier research with production-grade systems for the next generation of consumer AI devices.

- Own end-to-end Contextual and Proactive AI program strategy across Meta’s smart glasses portfolio—orchestrating on-frame inference, cloud LLM serving, multimodal perception, and context understanding to deliver agentive, ambient AI experiences powered by frontier models that define the next generation of consumer AI devices.
- Drive the end-to-end RLHF data and evaluation strategy for Wearables AI, building human-in-the-loop infrastructure for model quality measurement, error classification, and training loop optimization—driving weekly VP-level quality reviews. Launched an RLAI initiative on Mixture-of-Experts architecture that automated evaluation across 100% of wearables traffic, compressing lead time from 7 days to 24 hours and delivering \$100M in cost avoidance.
- Pioneered the Wearables dogfooding measurement program in partnership with SVP leadership—building the end-to-end data pipeline, instrumenting on-device telemetry, and delivering an executive dashboard that established organizational visibility into real-world device usage for the first time. Drove participation from a 30% baseline to over 90% within three months.
- Champion cross-Meta AI adoption initiatives within the TPM community—building agent-based tooling, delivering technical talks, and partnering with leadership to establish AI as a force multiplier for program execution.

Grammarly

Sr. Manager, AI — Consumer Engineering · March 2023 - November 2024 · San Francisco, CA

Recruited to build and lead the engineering organization responsible for Grammarly's core client platform—the foundation enabling AI-powered writing assistance to reach millions of daily users across every consumer surface.

- Assembled a 25-person distributed engineering organization across North America and Europe reporting to the VP of Engineering, owning the platform layer that enabled all product teams to ship AI features at scale.
- Launched Grammarly for Developers, an extensible AI platform enabling integration into thousands of third-party products—opening a new go-to-market channel generating millions in annual revenue and significantly expanding Grammarly's consumer reach.
- Architected Grammarly OS, a unified web-technology platform consolidating Mac, Windows, and Extension clients into a single codebase—accelerating feature delivery velocity by 300% and dramatically reducing cross-platform engineering overhead.
- Launched App Actions, integrating third-party services (Google Docs, JIRA) directly into the Grammarly experience—driving measurable increases in DAU, retention, and Enterprise adoption, and ultimately paving the way for Grammarly's AI-native pivot and acquisitions of app integrations such as Coda and Rows.

Google

Sr. Manager, AI — Assistant · November 2020 - March 2023 · Mountain View, CA

Managed a team of senior program leaders driving strategic AI quality and product excellence across Google Assistant—directly improving the multimodal AI experience for over one billion users worldwide.

- Directed end-to-end AI quality programs across the full Assistant stack—voice, multimodal understanding, and large language model capabilities—establishing durable measurement frameworks that gave senior leadership clear, data-driven visibility into product health and AI investment priorities.
- Operationalized AI quality infrastructure that established baselines and targets across the Assistant experience, enabling the organization to track and improve AI performance systematically rather than reactively.
- Conducted competitive analysis against Alexa and Siri, producing strategic insights that directly influenced product prioritization and strengthened Google Assistant's market position.
- Scaled and standardized business and quality review processes across multiple engineering organizations, creating operating rhythms that improved decision-making efficiency and cross-org alignment.

Amazon

Sr. Manager, AI — Alexa · July 2016 - August 2020 · Seattle, WA

Built and led a 50-person cross-functional organization spanning engineering managers, program managers, product managers, and engineers—owning the AI software, backend platform, and global partner ecosystem for Alexa Music, the most-used feature on 100M+ Echo devices.

- Scaled Alexa Music from a US-focused product to a global consumer AI platform—launching 15+ strategic music services (Spotify, Apple Music, iHeartRadio, Pandora, SiriusXM) across 20+ countries and 8+ languages, serving 100M+ Echo devices and generating hundreds of millions in downstream revenue.
- Designed and launched the Music Skills API, transforming partner onboarding from a months-long manual process to an automated, self-service platform—reducing time-to-market by 600% and enabling the partner ecosystem to scale independently.
- Managed core voice-AI backend services handling billions of daily requests on consumer devices with high reliability, overseeing a multi-million-dollar annual infrastructure budget while continuously optimizing cost and performance.

- Executed four executive-level strategic goals reviewed regularly with Amazon’s S-team, including the launches of Apple Music and the Spotify migration—two of the highest-visibility partnerships in Alexa’s history.

Ancestry

Manager, Platforms · December 2010 – July 2016 · San Francisco, CA

Led multiple engineering teams through a foundational platform transformation, rebuilding core systems, upskilling 150+ engineers, and enabling the technical foundation that supported Ancestry’s growth and eventual acquisition.

- Spearheaded the company-wide adoption of Node.js and React, transitioning 150+ engineers to modern development stacks—increasing development velocity, consistency, and maintainability across the organization.
- Directed the end-to-end technical execution of Ancestry’s acquisition of Find A Grave—migrating 130M+ records and launching new iOS and web applications with zero operational disruptions.
- Established a dedicated mobile engineering team and modernized the mobile stack, accelerating delivery across platforms and expanding Ancestry’s reach to mobile-first users.

EARLIER EXPERIENCE

Accesso ShoWare

Founding Engineer → Senior Engineer · 2001 – 2010 · Fresno, CA

Founding engineer of one of the first online ticketing platforms (acquired 2014). Built the platform from the ground up and scaled it to 2M+ tickets sold annually. Pioneered the first mobile ticket scanning solutions for venues and built early mobile ticket printing systems—shipping consumer-facing products at scale before “mobile” was a category.

AREAS OF EXPERTISE

Consumer AI Devices · Smart Glasses · Wearables · On-Device & Cloud Inference · Agentic AI · Multimodal Perception · Voice & Conversational AI · Frontier LLMs · RLHF / RLAIF · Model Evaluation at Scale · AI Quality Infrastructure · Platform Architecture · Organizational Design (10-50+) · Executive Program Strategy · Strategic Partnerships · Go-to-Market Execution · VP/SVP Stakeholder Management