

Buli Xing

Senior Technical Product Manager · AI Systems & Robotics · Enterprise Product Strategy

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Technical product leader with 7+ years building AI-enabled systems, robotics platforms, and operational technology in complex, high-stakes environments. Proven ability to champion architectural bets, align skeptical engineering and operations stakeholders, and drive technically demanding programs from concept to scaled production. Deep experience in trustworthy system design, deployment economics, and translating emerging AI capabilities into measurable business outcomes.

CORE COMPETENCIES

Product Strategy: AI/ML product roadmapping, platform architecture, deployment economics, build-vs-buy trade-off analysis

Trust & Risk: Functional safety (TÜV), AML/KYC, sanctions compliance (OFAC/EU/UN), GDPR, abuse detection, governance frameworks

Technical: Robotics perception & planning, foundation models, ML classifier evaluation, systems reliability, OT/automation platforms

Leadership: Cross-functional alignment, stakeholder influence, concept-to-production execution, OKR definition, org-wide rollouts

EXPERIENCE

Amazon, Boston, MA, United States

July 2022 - Present

Technical Product Manager, Amazon Robotics

- Lead product for Sparrow — Amazon's robotic item manipulation system — deployed across 5 fulfillment centers, targeting 40+ sites by EOY and on track to become the world's largest item manipulator fleet. Delivers \$20M+ in annual operational savings per site.
- Championed the Sparrow Gen2 architectural reframe: ran trade-off analysis across BOM cost, availability, and payback economics that changed program direction, then aligned skeptical engineering and ops leaders to commit. Result: BOM cost \$220K → \$140K, availability 85% → 95%, payback 2+ years → ~1 year.
- Drove Sparrow to become the first Amazon manipulator running a foundational AI stack — a generalized model approach replacing task-specific ML models. Owned success metrics, evaluation criteria, and rollout strategy. Expected: ~50% reduction in engineering overhead, timelines compressed from ~3 years → ~1 year.
- Managed operator adoption for AI-driven workflows: defined rollout milestones and success criteria, drove ~35% reduction in operator interventions, and reduced contractor-monitoring costs by ~\$200K/month per site.

Product Manager, Merchant Risk

- Owned abuse prevention product strategy across Amazon Marketplace — covering seller fraud, counterfeit listings, review manipulation, payment fraud, and account takeovers at global scale, spanning hundreds of thousands of monthly abuse signals.
- Designed detection signals and enforcement rules; partnered with ML teams to build and evaluate classifier and scoring models targeting adversarial seller behavior — from signal ideation through production deployment.
- Drove the cross-functional enforcement response process across legal, ops, and engineering — from detection to action. Platform outcome: 99%+ of infringing listings now blocked proactively, with ~35% reduction in valid brand infringement notices since 2020.
- Applied AML/sanctions intelligence background to adversarial actor modeling — strengthening detection of financially motivated abuse including payment fraud and coordinated seller rings.

FiveBy Solutions Inc. (Microsoft Vendor), Seattle, WA, United States

October 2020 - July 2022

Associate Consultant, Risk Intelligence

- Delivered sanctions intelligence and regulatory risk analysis supporting Microsoft global compliance programs, with deep coverage across Russia/CIS, China, Iran, North Korea, dual-use defense technology, fintech, and EU/GDPR compliance frameworks.
- Built and improved analytical frameworks for AML/KYC due diligence and adverse media screening — accelerating investigator workflows and improving consistency across high-volume case reviews.
- Synthesized complex multi-jurisdictional regulatory signals (OFAC, EU, UN sanctions regimes) into actionable enforcement recommendations for risk-sensitive decision-making at enterprise scale.

World Elite Information Technology, Dana Point, CA, United States

May 2018 - November 2020

Founding Product Manager

- Co-founded and led product for a digital platform serving 50K+ daily users — owning roadmap, engineering execution, user testing, and investor engagement from inception through scale.

World Bank Group, Washington DC, United States

November 2019 - May 2020

Consultant, Development Impact Evaluation Unit (DIME)

- Conducted quantitative analysis and data visualization supporting multi-country development impact evaluation research, applying econometric methods to large-scale program data.

CERTIFICATIONS

PMP

AWS Certified Generative AI Developer – Professional · AWS Certified ML Engineer – Professional · AWS Certified Solutions Architect – Professional

TÜV Certified Functional Safety Engineer

ACAMS (Certified Anti-Money Laundering Specialist) · ACAMS (Certified Global Sanctions Specialist)

EDUCATION

Master's degree, International Economics, International Political Economy, European and Eurasian Studies, Johns Hopkins University (SAIS) | 2018 – 2020

Bachelor of Laws (LLB) — International Relations & Affairs, International Trade & Economics
University of International Business and Economics | 2014 – 2018

LANGUAGES:

English (Native/Fluent) · Mandarin (Native/Fluent) · German (Proficient Working)