Dr. Ariffin Yahaya

☐ +60 (17) 299-7889 ▪ ☏ +1 (949) 302-0003 ▪ ariffin@acquro.com ▪ www.linkedin.com/in/ariffin

The Architect of Digital Revenue

Dr. Ariffin Yahaya bridges technical architecture and economic value creation. His interdisciplinary Ph.D. from UC Irvine (Computer Science + Economics) underpins a simple premise: **treat technology systems as economic engines**. As the first Malaysian Global Chief Architect at Yahoo Search, he demonstrated how architectural decisions drive revenue, generating $5 billion annually—a 30% increase year-over-year.

A Chief Architect sets the technology trajectory for growth—not only to design, build, and optimize systems. Every architectural choice—data models, latency budgets, AI capabilities, partner APIs—must advance revenue, resilience, and regulatory readiness. Dr. Ariffin helps CEOs, CIOs, and boards choose the three to five bets that unlock new revenue lines— product-data foundations, AI-driven experiences & decisioning, platform/API monetization, and conversion, pricing & yield optimization. Mandate: prove impact fast—new revenue lines, lower cost-to-serve, faster time-to-market—then scale the pattern across the enterprise. Philosophy: **technology without revenue is expensive innovation.** To date, this approach has helped generate RM80B+ in client value and RM100M+ in savings.

The Strategic Consultant

Through Acquro Sdn. Bhd. (strategy) and Sari Data Sdn. Bhd. (delivery), **he transfers capability— the fishing rod, not the fish—so results sustain after engagement.** He applies economic-complexity principles to map digital value chains, then stands up revenue programs—for example, a real-time U.S. equities platform for Malaysian investors (built in 12 months) and a telco-expansion architecture executed across multiple markets. The pattern is consistent: **clarify the economic levers, align the architecture, ship revenue**.

The Trusted Advisor

Boards and executives retain Dr. Ariffin to translate complex systems into clear strategic options. As Chair of Etiqa's Innovation & Technology Committee (RM59B AUM) and advisor to Malaysian corporations, ministries, and GLCs (Petronas, Maybank, Ministry of Health, Ministry of Tourism, Arts and Culture, MaGIC, MDEC, Cradle), he brings board-grade governance to revenue-architecture initiatives. **Decision-makers value his ability to make technical choices legible to non-technical stakeholders**—and to anchor those choices in measurable outcomes.

The Silicon Valley Executive

During his nearly two decades in Silicon Valley, Dr. Ariffin built and led high-performing engineering teams of 1,000+ professionals while holding progressive leadership positions across multiple companies. **His expertise spans both massive scale systems (billions of daily transactions) and microsecond-level performance optimization**. At Yahoo (2008-2018), he advanced through seven roles, from Cloud Platform Architect to Chief Architect of Search. As an executive, he made critical decisions on technology investments, talent strategy, and platform architecture that directly impacted revenue. At Amobee (2019-2022), he reduced platform costs by $6M annually while improving data processing speed 12x. At Autodesk (2024-2025), he leads the architectural transformation of a $3B product portfolio. Throughout, his leadership philosophy remains consistent: **influence over authority, performance over politics**.

The Intellectual Contributor

Dr. Ariffin's interdisciplinary doctoral work established his approach of applying economic principles to technology systems. This work anchors a "systems-as-markets" lens first proven at a national scale in China with Hitachi. Speaking engagements from PNB's Knowledge Forum to Autodesk TechX help leaders understand technology's role in value creation. Publications in leading IEEE conferences and patents bridge academic rigor with real-world application. **Today he distills complex domains—economic complexity, game theory, and AI/ML—into repeatable playbooks** (revenue architecture, product-data foundations, AI decisioning guardrails) that leaders can apply immediately.

The Future Architect

As AI and cloud reshape industries, **organizations need architects who marry technical depth with business acumen**. Through Acquro and Sari Data, Dr. Ariffin brings that combination— system design with a revenue focus—and offers proven frameworks for converting digital investments into sustainable value: technology that delivers measurable business outcomes.

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A Chief Architect maps a corporation's technological path with a goal of generating revenue. Dr. Ariffin was global Chief Architect at Yahoo Search in Silicon Valley, from 2013 to 2016, the first Malaysian to hold this top role. In this role, Dr. Ariffin successfully led Yahoo Search in generating US$5 billion in annual revenue, marking a 30% increase from the previous year's US$3.5 billion. In this role, he has also advised C-level executives, presented to the board, and was part of Yahoo's Technology Council.

Aside from his technological knowledge and experience, Dr. Ariffin also has eclectic interests that includes economics, game theory, financial markets, increasing the efficiency of complex systems, machine learning, AI, and how to save the future of the world with green energy and net-zero carbon strategies.

PROFESSIONAL EXPERIENCE

Founder, Sari Data Sdn. Bhd., Kuala Lumpur, Malaysia   **Feb 2018 – present**

Sari Data is a technology company building complex software systems in Malaysia for local and export markets. Sari Data's mission is to make give data meaning. Product repertoire includes:
- High quality video and sound live streaming technology using domicile Internet.
- Website telemetry providing real time data on the activity of a website.

Founder, Acquro Sdn. Bhd., Kuala Lumpur, Malaysia   **Sep 2017 – present**

Strategic advisory helping companies build innovative business solutions fusing business acumen, innovation, and technology. Philosophy: "Technology systems as economic ecosystems." Clients include:
- Malaysian merchant bank with retail banking aspirations.
- Singaporean Sequoia-backed MVNO telco that went from 1 to 4 countries.

Senior Distinguished Architect, AutoDesk, Inc., San Francisco, CA   **Jun 2024 – Aug 2025**

Leading $3B product portfolio cloud transformation as senior-most architect reporting to Chief Architect.
- Directing architecture across 5+ product teams, 15 senior architects, and 200+ engineers.
- Chairing the Architecture Working Group, driving product data strategy alignment.
- Led technical due diligence for a $20M investment in a Singapore-based startup.
- Own product data modernization, defining real-time API vision and architecture.
- Defined enterprise governance to eliminate redundancy and drive platform unification.

Chief Architect, Augment-Me, Inc., Milpitas, CA   **Oct 2023 – Feb 2024**

AI-powered startup using Neuroscience, and Psychology enhancing productivity and mental wellness.
- Increased the efficiency and personalization of user facing systems.
- Designed LLM-powered data pipelines and a HIPAA-compliant architecture for AI mental health products.

VP of Engineering, CoolerScreens, Inc., Chicago, IL   **Mar 2023 – Jul 2023**

AI retail innovation company powering digital refrigerator doors for Walgreens and Kroger.
- Architected an OpenRTB system to enable programmatic ad revenue streams.
- Formed a cloud platform engineering plan to simplify company-wide architecture.
- Adopted asynchronous Java and developer tools to increase development efficiency.

Chief Architect, Amobee, Inc., Redwood City, CA   **Aug 2019 – Nov 2022**

Architecture leadership role partnering with C-suite on M&A integration and platform strategy.
- Orchestrated architectural integration across 7 acquisitions, unifying data and platforms.
- Decreased Cloudera Hadoop licensing costs by $6M per year by migrating to open-source Apache Hadoop.
- Formed an Architecture Council to align across product, engineering, and data science.
- Redesigned a real-time bidding (RTB) platform with sub-40ms latency, enabling competitive bidding at scale.
- Enhanced contextual audience targeting using brand intelligence, minimizing deterministic identifiers.
- Architected an audience data streaming architecture, reducing reporting latency from 48 hours to 4 hours.
- Established data governance, enabling data lineage tracking and provenance.
- Championed GDPR/CCPA compliance systems to support user data deletions.

Chief Architect, Yahoo Inc., Sunnyvale, CA   **Sep 2008 – Dec 2018**

Served as the most senior architectural authority responsible for $5B+ search platform and 1,000+ engineers. Architecture leadership role reporting to SVP, partnering with C-suite on M&A integration and platform strategy.
- Led platform strategy and organizational design for Yahoo's $5B monetization stack, aligning architecture with business and product growth goals.
- Partnered with executive peers in product and business development to align roadmap execution with business growth priorities.
- Conducted technical due diligence for 30+ M&A targets; completed 2 M&A integrations under 6 months.
- Acted as strategic technology lead for cloud partnerships, championing Yahoo's first major AWS migration, establishing cloud best practices, and leading the Aabaco, Inc. spin-off infrastructure transition.
- Launched the 'Bricks' initiative to unify reusable platform components, accelerating delivery across teams.
- Architected a Geocoding API and geolocation infrastructure sustaining 3,000 QPS, still in production today.
- Redesigned Yahoo Local's matching engine to process twice the volume of restaurant, hotel, and flight data.
- Led Yahoo Search architecture (4,000 QPS, 10,000+ servers) driving $1.8B annual revenue growth.
- Built a multi-provider search (Google/Bing) with predictive optimization to maximize ad revenue per query.
- Monetized platform through native ads ($30K/day) and dynamic pricing (25% revenue increase).
- Rearchitected the comparison-shopping engine for Yahoo Shopping that processed 1B+ offers daily.
- Designed AI-powered "personal search" across both web (e.g. Dropbox, Google) and local documents.
- Designed pipeline for 8B emails/day, enhancing extraction of flight, coupon, and spam data.

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

Geniosys creates software used by nurses that tabulates patient data in a home healthcare setting.
- Developed a webservice backend to support the company's product.
- Designed and constructed a HIPAA compliant information hosting infrastructure.
- Maintained and ran the multi-site information hosting infrastructure with less than 15 hours of downtime in the first year of operation.

Research Scientist, University of California, Irvine, CA   **Jan 2001 – Sep 2008**

Concurrent full-time Ph.D. fellowship and employment as research scientist by Hitachi R&D.

- Domain expert for large scale computer networking on multiple projects with research teams from China (Hitachi), Japan (Hitachi, NEC, KDDI, NTT & Denso), and Germany (Zuse) involving research, hypothesis formulation, system design, and prototyping.
- Presented findings in conferences and to various companies via written and verbal reports.
- Published in 3 of the top 5 IEEE conferences (Infocom, Globecom & ICC).
- Collaboratively identified and defined new research projects for the research group resulting in the funding of four grants worth $1M+.

Research Scientist, California State University, Northridge, CA   **Dec 1998 – June 2001**

Research into how the Internet can self-manage Quality of Service using economic principles.

- Created network protocols for Internet QoS and discussed them at IETF meetings.
- Designed, developed and coded two networking simulators in software, one in 30K lines of Java, and another in 10K lines of C within the OPNET framework.
- This technology was used by Hitachi to participate in a network management equipment tender for China's nationwide next generation network in 2001.

BOARD MEMBERSHIPS

Board Member, Etiqa Insurance, Kuala Lumpur, Malaysia   **2021 – present**

Member, **Smart City Advisory Council,** Melaka, Malaysia   **2019 – 2021**

Studies Board Member, **International Islamic University,** KL, Malaysia   **2019 – 2021**

Board Member, **OneMarket Inc.,** Los Angeles, California, USA   **2014 – 2020**

EDUCATION

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

Focus: *Computer Science and Economics.*

Thesis: *"Managing Internet Resources using Economic Mechanisms" – research combining economics and computer science, with applications to modern cloud resource optimization and pricing.*

M.S., Computer Science, University of California, Irvine   **2006**

B.S., Computer Science, California State University, Northridge, California   **2001**

SPEAKING ENGAGEMENTS

"**File+, Future of Cloud Product Data**"
– Autodesk TechX Unconference, Las Vegas, Nevada, 2025

"**Economic Complexity: Navigating the Threads of Economic Relatedness.**"
– PNB Knowledge Forum 2024, Kuala Lumpur, Malaysia, 2024

"**Reporting: 90% Faster with Streaming**"
– Amobee Architecture Series, Redwood City, California, 2022

"**Resetting the scene: transforming mindset, processes & innovation.**"

– Petronas Reset, Kuala Lumpur, Malaysia, 2021

"The Yahoo Experience."
 – Founders Institute, Jakarta, Indonesia, 2020
 – MIDF, Kuala Lumpur, Malaysia, 2019
 – Petronas, Kuala Lumpur, Malaysia, 2018
 – Maybank, Kuala Lumpur, Malaysia, 2018
 – Founder Institute, Hanoi, Vietnam, 2017

"Advancing MDEC select companies."
 – MDEC, Palo Alto, California, 2018

"Economics based Network Mechanisms."
 – Broadcom, Inc, San Diego, California, 2008

PATENTS

United States Patent 20120323689   **Dec 2012**
"Systems/methods for advertising/monetization in location based spatial networks."
This patent proposes a way to use location to create communities that can be monetized.

PUBLICATIONS

A. Yahaya, "*Deploying "Fat Proxies" for Outsourced Services: the Nokia experience.*" – Proceedings of Yahoo! Tech Pulse, Dec 13, 2011, San Jose, California, USA

R. Egashira, A. Yahaya and T. Suda, "*Market-Based Cooperative Resource Allocation for Overlay Networks*" – Proceedings of the Global Communications Conference, 2009. Honolulu, Hawaii, USA

A. Yahaya, "*Increasing Feed Processing Throughput with the 'Split and Merge' Method on Hadoop*" – Proceedings of Yahoo! Tech Pulse, Sep 1, 2009, San Jose, California, USA

A. Yahaya, T. Harks and T. Suda, "*iREX: Efficient automation architecture for the deployment of inter-domain QoS policy using economics*" – IEEE Transactions on Network and Service Management, April 2008

A. Yahaya and T. Suda, "*IREX MPO: A multi-path option for the iREX inter-domain QoS policy architecture*" – IEEE International Conference on Communications, ICC 2008, Beijing, China

J. Lu, Y. Pan, J. Wang, A. Yahaya and T. Suda, "*A Cross-layer Analysis Model for Wireless Sensor Network QoS,*" – IEEE Journal on Selected Areas in Communications

J. Lu, Y. Pan, R. Egashira, K. Fujii, A. Yahaya and T. Suda, "*Adaptive Networks*" – book chapter in Wiley book *"Cognitive Networks: Towards Self-Aware Networks"*, July 2007

A. Yahaya, T. Harks and T. Suda, "*iREX: Efficient inter-domain QoS policy architecture,*" – Proceedings of IEEE Globecom, 2006, San Francisco, California, USA

A. Yahaya and T. Suda, "*iREX: Inter-domain Resource Exchange Architecture,*" – Proceedings of IEEE Infocom, April 2006, Barcelona, Spain

A. Yahaya and T. Suda, "*iREX: Inter-domain QoS Automation using Economics,*" – Proceedings of IEEE CCNC, January 2006, Las Vegas, Nevada, USA

A. Yahaya and S. Pham, "*Just in Time Materialized Views for Database Query Optimization,*" – Proceedings of CSUN Research Symposium, November 2000, Northridge, California, USA