Artem Avdacev

Product Lead, ML & Data · Ex-Engineer · YC Founder

HIGHLIGHTS

- Co-founded SBX Robotics (YC W21), a synthetic data provider for vision models, simulating industrial settings in Unreal Engine as an alternative to manual labeling; raised a $1M+ seed.
- Led Yelp's abuse-detection ML org of engineers, data scientists, and fraud analysts behind the review filter, the ML system deciding which of Yelp's 150M+ reviews users can trust.

EXPERIENCE

Senior Product Manager, Platform & Integrations **Oct 2024 – Present**
Amplemarket *Remote*

- Designed and shipped the data platform that lets our LLM agent reason over first-party data from customer CRMs and conversational intelligence tools, which is critical context for mature sales teams.
- Responsible for analytics, 3rd party integrations, and enterprise features (roles & permissions) for upmarket deals.

Senior Product Manager, Growth & Technical SEO **Feb 2022 – Aug 2024**
Outschool *Remote*

- Established and led the Growth Experimentation team; grew A/B experiment volume 4x.
- Programmatically expanded SEO footprint for a 25x lift in category page traffic and +25% YoY organic new buyers.
- Also: redesigned class pages to recommend related classes (+$1M annualized), built proactive trust & safety tooling, and launched Outschool in Korea, its first localized market.

Co-Founder, Product **March 2020 – Oct 2021**
SBX Robotics (Y Combinator W21) *Remote*

- Generated labeled computer vision training data in simulation ∼10x faster than collecting and hand-labeling real images, for clients like OTTO Motors and a global electronics brand. Demos: [1] [2] [3] [4]
- Fine-tuned pretrained models (like Mask R-CNN) for object detection, instance segmentation, and 6D-pose estimation, optimizing the scene generator's hyperparameters against F1 and mAP on clients' real images.
- Improved domain transfer with randomized Unreal Engine scenes, deliberately made harder than reality.

Travel Break **Jan 2018 – July 2019**
Sailed across the Pacific Ocean, dove with sharks, hiked the Himalayas, busked, and filmed mini-documentaries.
Returned to Yelp for a 4-month leadership-transition contract (Aug – Nov 2019).

Product Manager, Trust & Safety **Sept 2014 – Dec 2017**
Yelp *San Francisco, CA*

- Responsible for all of Yelp's abuse prevention: fake reviews across 150M+ reviews, spam and bot detection, anti-scraping, and payment fraud (20 engineers & analysts).
- Led the migration of Yelp's review filter from heuristics to interpretable ML, every decision traceable to a policy.
- Built the labeling & eval framework from scratch: a team of 5 fraud analysts, policy rubrics, labeler tooling, balanced datasets, and severity-weighted metrics that fed model training.
- Also: led geolocation systems, internal compliance monitoring, and technical due diligence for acquisitions.

Data Mining Engineer **Sept 2011 – Sept 2014**
Yelp *San Francisco, CA*

- Designed and led the implementation of a real-time distributed framework for spam detection.
- Hardened detection against adaptive attackers, e.g. faking success so blocked spammers learned nothing.

EDUCATION

Bachelor of Software Engineering (with distinction) **2005 - 2011**
University of Waterloo *Waterloo, ON, Canada*