
NICHOLAS YEBRA

AI Partnerships Leader

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AI partnerships leader with 10+ years turning technical products into scalable commercial systems across Google, Google Cloud, DoorDash, & TikTok. Currently leading GTM initiatives for Regal's AI Agent platform, with prior founder experience building consumer voice AI agents at McCarren Labs.

KEY SKILLS

AI Agents | GTM Strategy | Business Operations | Executive Decision Support | Strategic Initiatives
Revenue Operations, Forecasting & KPI Setting | Data Operations | Market Expansion & Launch Strategy
Voice AI | Enterprise AI Adoption | API Integrations | SQL | Python | LLMs | Cloud Architecture

PROFESSIONAL EXPERIENCE

Regal AI

New York, NY

Director, Go-To-Market (AI Agents)

Jan 2026 – Present

Regal is an Enterprise AI Agent platform deploying voice and digital agents across customer communications for sales, support, and operations. Customers include Google, AAA, Ro, and Coursera.

- Own GTM execution for the AI Agents product line, partnering with the CEO and Forward-Deployed Engineering team to drive AI adoption, deployment velocity, and measurable customer value across enterprise accounts.
- Lead cross-functional initiatives spanning product, engineering, customer success, and revenue to accelerate pilot-to-production motion for new AI agent deployments.
- Identify and prioritize market opportunities to expand AI Agent applications across customer communications, contributing to leadership decisions on segmentation, pricing, and packaging.
- Manage strategic GenAI vendor and infrastructure relationships, evaluating model providers, voice platforms, and agent tooling against deployment quality and unit economics.
- Build executive, board, and customer reporting that connects AI agent performance to commercial outcomes, adoption, and operational value.

McCarren Labs

New York, NY

Founder and CEO

Mar 2025 – Present

Responsible for developing a new consumer AI product from the ground up. Led a team of three, managing the entire product roadmap, including designing data-driven GTM, pricing, KPI, and acquisition strategies.

- Founded and co-built a voice-first AI agent platform, shipping a TestFlight iOS beta that combined conversational AI, user context, domain knowledge, and adaptive recommendation workflows.
- Designed core agent architecture across context ingestion, prompt logic, knowledge grounding, voice interaction patterns, UX flows, and feedback loops.
- Attracted top-tier investor interest by presenting the vision and prototype to leading VCs, generating outreach from 40+ firms (a16z, Lightspeed, General Catalyst), and securing resources like a Google Cloud and ElevenLabs grant.
- Recruited and led a founding team across GTM, engineering, and design with prior experience at Meta, Amazon, Apple, and Google, moving from concept to working prototype in under 5 months.

TikTok

New York, NY

Strategy & Operations Lead, Special Initiatives

Mar 2023 – Mar 2025

Responsible for launching new growth initiatives for TikTok Shop. Led the operating work required to evaluate opportunities, launch new functions, and support executive decisions across the US ecommerce business.

- Built operating model for new TikTok Shop growth categories, leading 3 analysts to scale customer acquisition 700% through segmentation, prioritization, performance tracking, and launch governance.
- Identified and resolved data discrepancies across 21 teams using SQL, recovering \$150M+ in missing revenue and improving reporting accuracy.
- Expanded TikTok Shop into 8 verticals by implementing 7 growth initiatives over 2 years, boosting the addressable market by 50%, and establishing a scalable launch infrastructure.

DoorDash

New York, NY

Lead, Product and Platform Partnerships

Jan 2022 – Mar 2023

Responsible for identifying, developing, and managing strategic partnerships and collaborations to expand the company's offerings and platform capabilities. Reported to the VP of Ecosystem Development.

- Owned \$1.75B+ annual run-rate portfolio, prioritizing product, commercial, and operational opportunities across 15+ global platform initiatives.
- Launched 6 products in 12 months, driving adoption across revenue-critical accounts representing 40% of total revenue through roadmap alignment, integration planning, and launch execution.
- Exceeded quarterly targets by up to 228% by prioritizing high-impact product launches, structuring commercial terms, and coordinating product, legal, finance, and operations execution.

Google

New York, NY

Senior Product Operations Manager, Google Cloud

Nov 2020 – Jan 2022

Responsible for overseeing the strategic development and implementation of AI-driven initiatives within the Google Cloud partner ecosystem to enhance the operational outcomes of 3rd party partners for maximum business growth.

- Scaled AI/ML and cloud solution adoption across 65+ enterprise organizations by building implementation playbooks, enablement systems, and technical adoption frameworks.
- Secured \$10B+ in guaranteed revenue by orchestrating, negotiating, and closing multimillion-dollar agreements with strategic cloud partners.
- Led Fortune 500 executive enablement initiatives across Security & Identity, Networking, Databases, Infrastructure, and Compute, exceeding quarterly targets by 228%.

Senior Strategic Partner Manager (Promotion)

Jun 2018 – Nov 2020

Strategic Partner Manager, Tech Partnerships

May 2016 – Jun 2018

Responsible for leading strategy development and managing key partnerships to maximize demand for Google's products and generate significant revenue growth. Reported to the General Manager of Channel Partnerships

- Grew book of business from \$6M to \$60M+ quarterly by diversifying partner offerings across Google Ads, AI Assistant, Shopping, and Google Cloud.
- Expanded product distribution to 6.7K+ end clients and \$250M+ in annual revenue by scaling 45 platform relationships across SaaS, ecommerce, and ad-tech channels.
- Built an offline sales product strategy using nascent AI smart bidding and analytics products, driving \$27.5M in incremental revenue through a 34% uplift in product adoption

ADDITIONAL EXPERIENCE

AdHawk (TechStars)

New York, NY

Head of Growth Marketing

2015 – 2016

EDUCATION

Georgia Tech • Master of Computer Science, Artificial Intelligence

2027

New York University • Master of Business Administration in Management

2017

University of Georgia • Bachelor of Business Administration in Finance

2012