

# Balu Masti

Entrepreneur & Technology Leader

<https://www.humcs.com>

## My Contact

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## Skills

- AI, ML, LLM, Data Analysis, Systems
- Software & System Design, Architecture
- Embedded, Desktop & Mobile SW, Wireless Systems
- IoT, System Software, Kernel, OS Dev
- Microprocessors, SoCs, Intel x86
- Python, C++, C, C#, .NET, Java, OOP, Assembly
- Linux, Real-Time OS, Windows, UNIX, MacOS
- Agile Dev, Product Management
- Business Development, Product Design, Tech Marketing

## Education

- **Master of Science** in Computer Science & Engineering, University of Nebraska - Lincoln, USA
- **Bachelor of Engineering** in Computer Science & Engineering, University of Mysore - SJCE, India

### **NASSCOM Deep Tech Club, T-Hub, ECell IIT Mumbai** **Key mentor and advisor - Jan 2018 - Present**

- Mentor and advise startups in top Indian accelerators and incubators, including NASSCOM Deep Tech Club, T-Hub, and E-Cell IIT-Mumbai
- Helping startups with tech, scalability, GTM, pitching, customer acquisition and staffing

## About Me

A technology leader, co-founder, advisor, mentor, and passionate entrepreneur with a deep understanding of the startup ecosystem and in-depth experience building products, businesses, and startups leveraging DeepTech

## Professional Experience

### **HUM Consulting Services**

#### **Co-Founder - Sep 2016 - Present**

#### **Technology Consulting**

- Ecosystem expert, CxO, advisor, mentor for startups
- Product development collaborator from ideation and release to scaling
- Deep expertise in software architecture, design, development, scalability and performance optimization, QA, SDLC & engineering practices

#### **Strategic Consulting, Workshops, Training**

- Roadmap development
- Go-To-Market strategies
- Innovation and creativity
- Resourcing through outsourced developers and college interns at low cost
- Executive/leadership mentoring and advising
- Workshops and trainings.

### **University of California, Berkeley Skydeck Fund**

#### **Key mentor and advisor - Aug 2022 - Present**

- A key advisor to startups in the USA, EU, India, Japan
- Involved in screening and selection of startups
- Collaborate, help startups on tech, scalability, GTM, pitching, customer acquisition and staffing
- Resourcing help (full time engineers and interns)

### **AI Entrepreneurs at Berkeley, UC Berkeley**

#### **Ecosystem builder and advisor - Aug 2022 - Present**

- Ecosystem builder, advisor, mentor to AI startups
- Concept to MVP to demo day and beyond help

### **AI @ Wharton, Wharton School of Business**

#### **University of Pennsylvania**

#### **Advisor and Mentor - Nov 2023 - Present**

- Advisor and mentor to entrepreneurs and founders in Wharton's AI @ Wharton

### **Schwartz Center of Entrepreneurship, Carnegie Mellon University**

#### **Advisor and Mentor - Nov 2023 - Present**

- Advisor and mentor to entrepreneurs and founders at CMU's Schwarz's Center of Entrepreneurship

# Balu Masti

## Entrepreneur & Technology Leader

### Professional Experience

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**RV University, Bangalore ([www.rvu.edu.in](http://www.rvu.edu.in))**  
**Director, International Collaborations & Adjunct Professor**  
**Aug 2022 - Present**

- Setup, nurture, and grow collaborations and internships with deep tech startups and professional organisations worldwide
- Represent RV University as an ambassador in key conferences, workshops, events & music concerts
- Teach undergrad courses in programming languages, data analysis, entrepreneurship, and product dev

**Co-Founder**  
**Vigyanlabs Inc**  
**Jan 2013 - Aug 2016**

- As a co-founder, played a central role in Product Design and Development, Engineering Management, Customer Service, Business Development, Lead Generation, Marketing, Business Development, VC interactions and Fundraising, Investor Relations, Media interaction
- I built a multi-million-dollar OEM revenue stream in USA for Vigyanlabs Inc

**Technical Lead and Engineering Manager**  
**Intel Corp, Bangalore, India**  
**Apr 2006 - Dec 2012**

#### Processor Debug and Driver Validation

- Built and led a team that co-developed Intel's CPU Run-Control software for debugging the Intel SoCs and CPUs
- Built and led a team that co-developed a Software Factory for automated graphics driver validation on an industrial scale for all Intel Graphics drivers

### Professional Level Musician

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- I am a professional-level performing classical musician. I play the Saraswathi Veena, the national instrument of India, in professional circuits worldwide
- My music web site is [www.balumasti.com](http://www.balumasti.com)
- My YouTube channel is:  
<https://www.youtube.com/@balu-masti>

### Professional Experience

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**Technical Lead and Staff Engineer**  
**Qualcomm Inc, San Diego, USA**  
**Aug 1994 - Feb 2006**

#### Analytics and Big Data for Wireless Systems

- Led a team of engineers that implemented highly scalable and performance-efficient software for collecting, storing, and analyzing large volumes of data (mobile base station and access terminal data) for real-time and offline analytics. Employed creative ways to engineer solutions that pushed limits in HW and SW

#### Wireless Standards Development

- I was involved in developing new wireless protocols and standards for mobile telephony
- Participated in developing, evolving, and commercializing CDMA wireless standards, which required me to interact with Tier-1 Wireless Carriers and wireless equipment vendors in the USA and abroad

#### Satellite Telephony Platform Development

- I was involved in CDMA-based Globalstar satellite telephony development. Worked on various components of the base station software

#### OmniTRACS On-Board Computing

- Developed Embedded real-time kernel, OS, and applications that ran on embedded x86 devices in rugged trucking environments

**Teaching Assistant**  
**University of Nebraska-Lincoln, USA**  
**Aug 1992 - Aug 1994**

- I taught 100 and 200-level courses in the Computer Science & Engineering department

### Yoga Instructor

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- I am a certified yoga teacher and practitioner
- I am also a pro-level photographer