

Expression of Interest and Statement of Qualifications

County of Hawai'i
Notice to Providers of Professional Services
(HRS 103D-304) Fiscal Year 2024-2025

June 25, 2024

Submitted by:
The Blue Dot Labs LLC



2. Statement of Qualifications

The Blue Dot Labs LLC (Blue Dot) is pleased to submit this Statement of Qualifications (SOQ) in response to the County of Hawai'i's Notice to Providers of Professional Services for the fiscal year 2024-2025. We are specifically interested in providing services in the following categories:

Category Number and Title:

- **Department of Information Technology (DS):**
 - DS.1) Computer Engineering (Computer Sciences - Custom Software Development)
 - DS.2) Computer Engineering (Computer Sciences - Web Development and Administration)
 - DS.4) Computer Engineering (GIS Mapping/Programming Services)

2.1 Firm Information

- **Firm Name:** The Blue Dot Labs LLC
- **Contact Information:**
Alireza Ali, Co-Founder & Managing Partner (Hawaii resident)
ali@theblue.earth
- **Principal Place of Business:** Maui, Hawaii
- **Office Locations:** Maui, Hawaii; New York, NY; Sunnyvale, CA
- **Average Number of Employees (Past 5 Years):** 4 (Established in August 2023)

2.2 Firm Overview

The Blue Dot Labs is a technology and management consulting firm dedicated to empowering organizations in Hawaii and beyond to thrive in the digital age. Our team brings over 30 years of combined experience in technology leadership, software development, and management consulting from industry leaders like Google and Deloitte. We are passionate about leveraging this expertise to deliver impactful solutions that drive efficiency, innovation, and positive change.

2.3 Areas of Expertise

Blue Dot's expertise aligns with the County of Hawaii's needs in the following areas:

2.3.1 Technology & Management Consulting

- **Strategic Planning and Business Transformation:** We guide organizations in defining clear visions, setting realistic goals, and implementing impactful changes to achieve them. Our expertise includes strategic planning, process improvement, organizational design, change management, and budget optimization.
- **Product Strategy & Development:** We help clients bring innovative technology products to market, from concept to launch. Our services include ideation, market research, product roadmapping, user experience (UX) design, software development, and go-to-market strategy.
- **AI Strategy & Implementation:** We assist organizations in developing and implementing AI strategies, identifying high-impact use cases, building custom AI solutions, and integrating AI seamlessly into existing workflows.
- **Grant Writing:** We have a proven track record of securing grant funding for our clients. Our team can assist with all phases of the grant process, from identifying opportunities to writing compelling proposals, managing awards, and ensuring compliance.

2.4 Key Personnel Qualifications

Our team comprises experienced technology leaders and consultants with proven track records of success:

- **Extensive experience in software engineering, product management, technical leadership, and consulting at Google and Deloitte.**
- **Deep expertise in artificial intelligence (AI), machine learning (ML), data analytics, cloud computing, cybersecurity, software development methodologies, strategic planning, and business transformation.**
- **Proven ability to develop and execute successful technology strategies, manage complex projects, and drive digital transformation across various industries.**
- **Strong understanding of the Hawaiian business landscape and a commitment to serving the local community.**

Brief summary of our managing partners:

Alireza Ali

Ali is a seasoned technology leader with over 12 years of experience in software engineering, product development, and technical management at Google, where he led initiatives for Google Maps and Search. He has co-founded two successful technology startups, demonstrating his expertise in building high-performing teams and delivering innovative solutions. Alireza's deep knowledge of AI, machine learning, and data analytics allows him to develop cutting-edge solutions for clients. His passion for using technology to benefit the Hawaiian community is **exemplified by his leadership in providing internet connectivity to West Maui residents following the 2023 wildfires**. Alireza is dedicated to leveraging his skills to solve complex technical challenges and drive positive change.

Sanjeet Arora

Sanjeet is a technology executive with over 18 years of experience in product development, strategic partnerships, and business growth. He led key initiatives at Google, including Google Fiber, Apps, Earth, and Enterprise Maps, showcasing his expertise in scaling products and expanding into new markets. Sanjeet has co-founded three successful startups, demonstrating his ability to transform visionary ideas into thriving businesses. He possesses a strong understanding of the technology landscape, particularly in B2B markets, and a proven track record of building strategic partnerships to drive growth. Sanjeet's leadership and expertise are essential to guiding The Blue Dot Labs' mission of empowering organizations through technology.

Amit Kela

Amit is a seasoned management consultant with over 15 years of experience in strategy consulting, business transformation, and operational efficiency. He led complex global programs for Fortune 500 companies at Deloitte Consulting, delivering multi-million dollar cost savings and optimizing performance. Amit holds an MBA from The Wharton School of Business, specializing in finance and management, providing him with a deep understanding of financial modeling, strategic planning, and organizational change. He is an expert in managing large-scale technology implementations, process re-engineering, and post-merger integrations. Amit's analytical approach and strategic thinking help organizations align their technology investments with their broader business goals.

Chris Tar

Chris is a leading AI researcher with extensive experience managing research teams at Google Research. His focus on applied and fundamental language understanding has led to significant contributions to the advancement of AI technologies, including work on Gmail Smart Reply, PaLM, and Gemini text embeddings APIs. Chris played a key role in the transition to Deep Learning for language and image understanding at Google,

demonstrating his ability to drive innovation in cutting-edge fields. His expertise in managing technical teams, fostering innovation, and bridging the gap between research and practical applications is invaluable to The Blue Dot Labs. Chris holds an MBA from UC Berkeley Haas, combining his technical expertise with a strong understanding of business strategy and product development.

2.5 Recent Projects and Client References

1. Kristie Wrigglesworth , Executive Director, Pacific Whale Foundation, Maui, Hawaii (808) 208-3211
kristie@pacificwhale.org
2. Parth Patil , CTO , Credibl ESG, +91 8412884422 , parth@crediblesg.com
3. Yogi Barman, Managing Partner, CelerityHat, (510) 673-1502, yogi@celerityhat.com

2.6 Promotional/Descriptive Literature

Please visit our website at theblue.earth to learn more about our services and team.

2.7 Attachments

Please find our managing partners' resumes attached below.

3. Conclusion

The Blue Dot Labs LLC is confident that our unique blend of technology and management expertise, combined with our deep commitment to serving the Hawaiian community, makes us a valuable partner for the County of Hawai'i. We are eager to contribute our skills to support your initiatives and help you achieve your strategic goals.



ALIREZA ALI

✉ alireza.ali@gmail.com
[linkedin.com/in/alirezaali](https://www.linkedin.com/in/alirezaali)

Seasoned leader and entrepreneur with over 15 years of leadership experience at Google and multiple startups. Specializing in complex project execution, passionate about leveraging technology to drive positive change, particularly within the Hawaiian community.

The Blue Dot Labs

Aug. 2023 - Present

Co-Founder, Managing Partner

Cofounded a technology consulting firm specializing in providing strategic insights, technology advice, and AI-driven transformations to organizations in Hawaii.

Assist nonprofit organizations optimizing their business processes, organizational structure to achieve their goals and maximize their impact.

Co-Founder & Managing Partner, üNiFund Capital

Apr. 2020 - Jun. 2022

Co-founded and led a quantitative investment firm specializing in automated cryptocurrency trading.

Architected and deployed a proprietary high-frequency trading system, processing over \$100 million in transaction volume.

Developed sophisticated algorithms and predictive models to identify and capitalize on market opportunities.

Managed all aspects of technology infrastructure, including server deployments, security protocols, and data pipelines.

Google - Societal Context - Co-Founder

Jun. 2018 - Sep. 2019

Co-Founded a project for systematically modeling and understanding of societal issues such as poverty, child abuse.

Acquired funding from leadership to expand the project and made it one of the organization goals.

Established the engineering team, hired 3 engineers and set up engineering best practices for the project.

Designed and implemented initial version of the technical infrastructure.

Pallet, Google Area 120 - CEO

Sep. 2016 - Dec. 2017

Built a platform for connecting content creators and their fans over messaging.

Provided product vision, strategy and the execution plan for a team of 10.

Built a culture on data driven experimentation inspired by lean startup practices.

Launched and experimented with 3 apps (iOS, Android and Web).

Built partnerships with 25+ online content creators / bloggers.

Grew the product to three thousands MAs.

Google - AR Location Services - Technical Lead & Manager

Jun. 2016 - Aug. 2016

Led cloud-based visual spatial location services using smart phones based on Tango technology.

Developed the initial milestone and productionization plans.

Identified and provided solutions to cross team management challenges affecting engineering the execution velocity across a 20+ member team

Google - Personal Search Infra. - Technical Lead & Manager

Feb. 2015 - Jun. 2016

Founded an effort with the vision of unifying access to personal data across Google.

Defined a number of cross team projects and staffed up the missing pieces with new teams.

Acted as the TL and provided technical guidance across various projects.

Managed 2 of teams of 4 in Mountain View and Chicago

Google Maps - Technical Lead & Manager (FE Infra.)

Jul. 2008 - Feb. 2015

Oversaw the Google Maps Frontend [Web + Server] Infrastructure.

Managed 25+ engineers across 5+ teams (server, web, Android).

Responsible for APIs and server stack powering desktop and mobile Google Maps with >550 million MAs.

Led the performance effort focusing on reducing key perf. metrics across mobile and desktop maps.

Founding member of Google Maps re-write effort responsible for architecting and implementing the serving stack.

Founding member and lead for Google Maps for mobile web which ultimately grew to 100M+ MAs

Education

Sep. 2004 - May. 2008

Bachelor of Software Engineering

University of British Columbia

Patents

Location Based Notifications: US20150038170A1

Predictive Generation of Search Suggestions: US11301501B2

Awards & Recognition

Dean's List, University of British Columbia

Google Founders' Award for outstanding technical innovation

Skills and Competences

Technical:

C++, Java, Javascript

Pubsub, MapReduce, Stubby, ProtoBufs

GCloud, Git, Node

Product Engineering Execution:

Productionization of large scale web services

Hiring and staffing new teams

Managing execution and priorities across multiple teams

Product vision and roadmap planning

Customer discovery and validation

Leadership:

Building teams with strong sense of ownership

Developing new leaders

Coaching and growing strong individual contributors

Sanjeet Arora

Entrepreneurial leader with 20+ years of experience in strategic execution, product and program management.

Excel in high-paced, growth-oriented environments and possesses a strong ability to collaborate with stakeholders across various business units. Strong passion for growing talent, developing leaders and building cohesive & high performing teams.

✉ sanjeet@gmail.com

☎ +1 323-620-2982

📍 Sunnyvale, United States

🌐 [linkedin.com/in/sanjeetarora](https://www.linkedin.com/in/sanjeetarora)

SKILLS

Strategic Vision & Execution

Product & Program Management

Cross-functional Collaboration

Negotiations

Product Strategy & Roadmapping

Partnership Development

Leadership & Mentoring

WORK EXPERIENCE

Co-founder/ Product Lead Blue Dot Labs

06/2023 - Present

Sunnyvale, CA

The Blue Dot Labs provides comprehensive consulting services spanning AI strategy, product development and business transformation

- Set vision and strategy for an AI consulting business to scale
- Defined and designed prototype for an AI based grant lifecycle management platform - GrantCentral.AI
- Founder led sales and business development efforts

Head of Program Management: Cross Product Safety YouTube

10/2022 - 09/2023

San Bruno, CA

- Resolved complex operational and product challenges, driving solutions across YouTube Trust & Safety Product/Engineering teams. Enabling YouTube's innovation with safe launches of 200+ new features, running a xfn team operating in a 1500 people organization.
- Led new solutions across YT Trust & Safety teams, engaging with diverse cross-functional product teams and scaling product safety initiatives by 10x.
- Built new scalable product solutions to enable innovation around LLM and Gen AI content.

Co-founder and COO üNiFund Capital

04/2021 - 12/2022

Sunnyvale, CA

üNiFund is a quantitative based investment manager which specializes in blockchain investments

- Launched a quantitative trading platform for high frequency trading on digital markets.
- Successfully launched two funds with \$8M investments, reflecting strategic partnership skills.
- Led business development efforts, demonstrating exceptional stakeholder communication, negotiation and strategic collaboration.

Global Head of Product and Technical Program Management - Trust & Safety Google Inc

01/2018 - 02/2022

Sunnyvale CA

- Built a global team composed of 3 pillars: Product, Technical Programs and Strategy & Operations.
- Defined product strategy for a team of 80+ engineers, UX researchers, designers to improve efficiency, quality and operating rigor of our content reviewer workforce.
- Led a global team of TPMs managing a diverse portfolio of products ensuring policy enforcement across Google products.(10,000+ reviewers, 160+ workflows). Established and owned strong X-org relationships with senior executives.

WORK EXPERIENCE

Co-Founder and GM: Yondo (Area 120)

Google Inc

02/2017 - 02/2018

Area 120 is Google's Incubator, where my team built a corporate travel product: Yondo. Yondo helps companies reduce their travel spend by upto 30%

Palo Alto, CA

- Led a startup team in Google's Incubator, delivering a corporate travel product: Yondo. (3 SWE, 2UX, 1 Ops) .
- Owned the strategy, product vision and business development functions. Successfully transformed Yondo's customer base, growing from MVP to 52 customers within a year.
- Showcased adeptness in strategic collaboration by negotiating partnerships with key stakeholders like Marriott and Hotel Engine and reduced CAC by 80%.

Head of Technical Program Management: Google Fiber

Google Inc

06/2012 - 02/2017

Mountain View, CA

- Built the technical program management team for Google Fiber. Managed the TPM portfolio across both Software and Hardware verticals . (Products include: OSS/BSS, Billing, in-home consumer experiences covering set top devices, WiFi, TV apps, IoT).
- Driving product & operational excellence through large scale program - to enable scaling Google Fiber from its first market (Kansas city) and grow the business into multiple markets.
- Owned the launch of an industry first: new version of the Cloud based Fiber TV UI resulting in a direct \$15 saving per household.

Technical Partnerships Lead - Google Apps

Google inc

06/2007 - 06/2012

Mountain View, CA

- Instrumented and launched Google Apps Reseller product at the first Telco partnership (Singtel)
- Played a crucial role in market opportunity identification, leading to the launch of Google Apps Reseller Business across APAC.
- Grew Telco Reseller business 400% in two years, demonstrating expertise in enterprise strategy and stakeholder management.

Sales Engineer, Geospatial - Google Enterprise

Google Inc

06/2005 - 06/2007

Mountain View CA

- Led Sales Engineering for Google's Geo Products :Earth Enterprise and Maps Enterprise.
- Launch team member for [Google Earth](#) and [Maps for Enterprise](#) .
- Onboarded early reference customers, demonstrating skills in strategic content creation and stakeholder management.

EDUCATION

Masters in Electrical Engineering

University of Southern California

2005

Bachelors in Electrical Engineering

Mumbai University

2001

INTERESTS

Mountain Biking

Road biking

CONTACT

347.237.6621

amit.kela@gmail.com

linkedin.com/in/amitkela

SKILLS

Full-Cycle Program Management

Digital Strategy & Transformation

Executive Relationships

Governance & Planning

Operations Optimization

Lean Six Sigma

Process & Operating Models

Disaster Recovery & Business Continuity

Program Plans & Roadmap

Stakeholder Management

Budgeting & Financial Planning

Customer Experience

Executive Reporting / Presenting

Cross-Functional Collaboration

Continuous Improvement

EDUCATION

Master of Business Administration

Finance and Management

Wharton School

University of Pennsylvania

Master of Science

Interdisciplinary

Telecommunications

University of Colorado

Bachelor of Engineering

Electronics Engineering

University of Mumbai

CERTIFICATIONS

Project Management Professional

Scrum Master

Lean Six Sigma

LANGUAGES

Native: English; Hindi

Beginner: French

AMIT KELA

Global Program Management • Transformation • Cross-Functional Team Leadership

Full-cycle analytics-driven program manager and certified PMP with over 18-year career optimizing operations and tech transformation for Fortune 50 Financial Services companies by leading complex, large-scale cross-functional initiatives and global teams, from program vision and roadmap to delivery

→ Experience heading global strategy, transformation, and operations programs from end to end. Built and led large global teams from the ground up (hiring, performance management, and mentoring)

→ Agile and adaptive navigating ambiguous settings. Leverage deeply analytical mindset with ability to synthesize multi-source data and translate into executive-ready insights and actionable solutions

EXPERIENCE

THE BLUE DOT LABS | Partner/Principal, Operations and Transformation | 2024

- Led the review and update of operations and strategy for a Maui-based non-profit and tour operator including review of budget, tour operations, marketing, and overall organizational structure

UBER | Senior Program Manager, Channels & Automation, Community Operations | 2022–2023

- Built out digital service capabilities across all 5 customer-facing channels and improved customer experience consistency by leading global digital transformation program and service channel strategy
 - Orchestrated product rollout program across Uber's 4 mega-regions: built multidisciplinary tech/business team collaboration, defined product roadmap, and facilitated multi-region product launch
- Accelerated time-to-resolution rates, reduced costs, and enabled scalability by resolving need for Uber drivers to physically visit brick-and-mortar appointment centers to resolve driving-related issues
 - Enabled virtual driver appointments by developing video and screen share products in partnership with engineering teams and regional operations teams reducing in-person appointments by 25%

METLIFE | AVP, Transformation Programs, Global Customer Solutions | 2018–2022

- Captured 10M+/yr in savings and exceeded target 100% by heading 3 global transformation programs to define operating model, launch digital capabilities, and optimize contact center organization
- Led Site & Sourcing program for Metlife US contact centers comprising of new captive site selection/buildout, captive site closure, vendor site consolidation, and overall strategy development,
 - Streamlined customer contact center footprint 29% for captive sites and 33% for vendor sites
 - Decreased phone call volume 15% by migrating volumes to chat and self-service channels
- Oversaw governance, sourcing, process improvement, employee engagement, and budgeting for 2,000+ FTE service organization

DELOITTE CONSULTING | Manager, Technology Strategy, Financial Services | 2012–2017

- Led a detailed review and root cause analysis post-outage at a global retail bank. Key activities included rebuilding the incident and response timeline, identifying contributing causes and root causes, and providing detailed learnings, recommendations and implementation roadmap
- Integrated two divisions and defined digital priorities for global financial standards company with ~\$12M portfolio. Led strategy and governance models, business case analysis, and implementation.
- Consolidated 6 operating models into a single (best practice) global operating model using Lean Six Sigma principles for a global financial institution for multiple capabilities including client onboarding
- Realized ~\$10.5M in synergy savings from FI merger by defining 12+ short/long-term global initiatives, including digital transformation, location strategy, organization redesign, and process reengineering.
- Conceptualized and led development of Deloitte's first mobile application for C-level dashboard reporting with \$2M expected annual revenue from application licensing and deployment
- Defined post-merger integration strategy with financial institution executives for migration of ~600 clients with ~\$1.2B in revenue, globally onto new platform over two conversion streams

DELOITTE CONSULTING | Senior Consultant | 2008–2012

- Secured ~\$4.5M in savings by creating contract renegotiation strategy for Canada's leading company
- Developed five-year digital strategy for top Canadian bank based on US market growth strategy
- Led competitive assessment team for credit card issuer/bank's website and digital self-service capabilities

Previous: Consultant / Systems Analyst, DELOITTE CONSULTING

Chris Tar

>Applied Machine Learning

>Engineering Manager

650-248-2625 | christophertar@gmail.com | Los Altos, CA (currently Kyoto, Japan)

Statement

9 years managing applied & fundamental ML and NLU (Language Modeling) teams in Google Research during the birth and transition to self-supervised neural NLU. Team management, product definition and management, strategy & user-oriented applied ML practitioner. Seeking an applied-ML leadership role with opportunities for strategy, product definition and eng management

Professional Experience

2014 - Present | Software Engineering Mgr

Google Research, Mountain View, CA

> Managing team of software engineers & research scientists working on applied & fundamental NLU & ML

> Drove public model development & Cloud/Enterprise applications: Neural Semantic Search, hosted embeddings APIs
> Managed teams working on NLU for write assist & ads (Gmail Smart Reply, Smart Ctrl-K, Maps Smart Answers, ...)

> Showcasing early neural NLU including 'Talk to Books' public demo

-

2007 - 2013 | Network Reliability Eng Mgr

Google Inc, Mountain View, Sydney

> Managed teams responsible for global datacenter networking health & uptime
> Helped scale YouTube cache solution
> Proprietary networking hardware/software

-

2000 - 2007 | Network Engineering Mgr

Bloomberg LP, New York, Tokyo

> Managed teams, process & client solutions for network uptime, throughput

Skills

> Languages: C++, Python, TF, Pytorch
> Language modeling & applied NLU
> Evaluation methods & validation
> Neural NLU and Language representation learning (text/word embeddings, task formulation, evaluation)
> Self-supervised methods, data, eval

Education

University of California, Berkeley
MBA

-

University of Vermont
B.A. - Arts & Sciences

References

Available upon request

publications see p. 2

Chris Tar

>Applied Machine Learning

>Engineering Manager

650-248-2625 | christophertar@gmail.com | Los Altos, CA (currently Kyoto, Japan)

Select Publications

FreshLLMs: Refreshing Large Language Models with Search Engine Augmentation

<https://arxiv.org/pdf/2310.03214>

Evaluation and compensation methods for stale content in LLMs

Multilingual Universal Sentence Encoder for Semantic Retrieval

<https://arxiv.org/abs/1907.04307>

Multilingual variant of 2018's Universal Sentence Encoder (see below)

PAWS-X: A Cross-lingual Adversarial Dataset for Paraphrase Identification

<https://arxiv.org/abs/1908.11828>

Multilingual extension to PAWS: adversarial paraphrases; paper and dataset

Universal Sentence Encoder EMNLP 2018

<https://arxiv.org/abs/1803.11175>

General-purpose sentence-length text embeddings; paper and pretrained models

Advances in Semantic Textual Similarity

<https://blog.research.google/2018/05/advances-in-semantic-textual-similarity.html>

Google Research Blog post; pretrained USE models and demo applications Talk-to-Books

Advisory Board Roles / Volunteering

2023 - Present | Advisory Board Member

ASKA Fly & Drive - Advise on AI strategy, data & platform

2022 - Present | Volunteer

Kyoto International School - Advise on technology curriculum, tech skills readiness