Norbu Snow-Shiva

CEO & Co-Founder, Morphist.ai

Norbu Snow-Shiva is the CEO and co-founder of Morphist.ai, where he is leading the creation of a new paradigm in human and AI interaction: a unified intelligence interface with fully encrypted, user-owned memory that transforms fragmented cloud-based platforms into a single coherent system for thinking, building, and creating. With more than twenty years of experience in product design, engineering collaboration, and cross-functional leadership, Norbu focuses on building teams and technologies that combine execution rigor with radical creativity, emphasizing sovereignty of identity, data, and cognition.

Before founding Morphist.ai, Norbu spent two decades designing and delivering large-scale digital products across AI, fintech, decentralized systems, telecom, and enterprise cloud infrastructure. His work bridges strategy and implementation, consistently transforming ambiguity into clarity and shipping complex systems from concept to launch.

Most recently, as Product Manager at Holochain from 2022 to 2024, he led the design and development of core platform components including the Holochain AppStore, Launcher runtime, and Scaffolding CLI. He collaborated directly with protocol engineers, designers, and governance stakeholders to shape developer and end-user experiences and implemented tailored agile practices that supported development velocity and team coherence.

Prior to Holochain, Norbu served as Technical Product Manager at Dashboard.Earth from 2021 to 2022, where he drove development of the company's consumer mobile app and introduced automated workflows and data-informed decision practices aligned with investment and partnership requirements.

Earlier, through his company Devs of Change, he supported startups with full-stack mobile development and performance-based growth systems. He previously held product and engineering leadership roles at Good Money and Equinix, where he led cross-functional teams delivering large-scale customer platforms, championed modern architecture strategies, and accelerated delivery cycles. His early career included product and engineering work at Amazon and Blue Shield of California, which established a foundation in design systems, hybrid applications, and enterprise software transformation.

Today, as CEO of Morphist.ai, Norbu is focused on defining the future of agentic computing, where individuals own their intelligence infrastructure and AI becomes a trusted extension of human thought rather than a surveillance product. His leadership integrates deep technical understanding, mindfulness-based culture design, and a conviction that technology should expand human freedom and creativity rather than extract from it.