

# WILLIAM BRENDEL

He / Him / His

ADVISOR • STRATEGIST • INNOVATOR • PIONEER

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## SUMMARY

**Snap Inc.**  **Google**

**2x Founder**

**30+ patents and publications in AI**

**Fluent in English and French**

**Software Engineering:** 20+ years

**Machine Learning (ML):** 18+ years

**Tech Industry:** 13+ years

**Management and product strategy:** 8+ years

## TOGETHER, WE SUCCEED

In need to grow your business and team, to scale your product strategy, or to use new technologies to keep up with competition, and in front of a fast changing business landscape, you may be indecisive on how to execute. I spent more than a decade helping top tech companies like Google, Amazon, and Snap, shipping products that are used by 100+ millions of users daily. Thinking outside the box, focusing on MVPs, being agile, failing, iterating and learning fast, being user-centric, and leading by example, are how, together, we succeed.

## EDUCATION

🎓 **PhD** in Computer Science and **Artificial Intelligence**, Oregon State University, Corvallis, OR

June 2011

🎓 Master in Electrical Engineering and Computer Science, CPE Lyon, France

## INDUSTRY EXPERIENCE

### Inovexus

📁 Mentor / Advisor

July 2023 - Present

Giving back to entrepreneurs by sharing my experience both as a Technical and Product Executive:

- Currently mentoring 2 startups, **invyo.io** and **quideos.com**
- \$2M seed funding raised after 9 months in the mentorship program

### Crossroads Venture Studio, Inc.

📁 Founder / General Partner

May 2023 - Present

Provide the initial team, strategic direction to reach product-market fit, and execution to startup launch:

- 8+ projects, including **automarketer.ai** – see our portfolio: **crossroadventurestudio.com**
- 62.5% success rate (seed funding and/or bootstrapping to first customer)

### Heali AI

📁 Co-Founder / Chief Science Officer / Head of Product

May 2019 - May 2023

Co-founded a health-tech startup to help people with chronic disease to reduce their symptoms via personalized nutrition:

- Recruited and directed a team of 2-12 engineers, product designers, and UX researchers
- Architected and implemented AI-based nutrition technologies, supporting 200+ medical conditions
- \$4M fundraised, 8 digits business valuation

## INDUSTRY EXPERIENCE CONTINUED

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### Snap Inc.

📁 Technical Program Manager / Senior Research Scientist

May 2016 - May 2019

Supported Snap's research team's growth and monitored 40+ projects impacting 188M+ DAU:

- 10+ research domains, including face analysis, NLP, scene understanding, augmented reality, video analysis
- Published: privacy-preserving friend recommendation – 14% revival of dead users, 7% user engagement
- Designed: Bitmoji recommendation in the chat interface – 8% increase in user engagement

### Amazon • A9

📁 Machine Learning Researcher / Technical Product Manager

November 2012 - May 2016

Defined, developed, and shipped products for A9's visual search team, servicing 200M+ DAU:

- Spearheaded our mobile brand logo detection and recognition project – real-time performance at 100fps
- Blueprinted the visual search database, the annotation and evaluation platform – 12M+ images and labels

### Google • Youtube

📁 Machine Learning Engineer

August 2011 - November 2012

Initiated and supervised the Suggested Edits project – an automatic system for poor-quality video detection and correction:

- Engineered and scaled the feature to the entire YouTube video corpus, impacting 94M+ DAU
- Created 10+ various video effects and filters

## SCIENTIFIC COMMUNITY SERVICE

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### IEEE/CVF Computer Society Conference on Computer Vision and Pattern Recognition

📁 Publication Chair

May 2017 - May 2019

Coordinated the publication process for 2 editions, with 2000+ papers issued for each edition.

### IEEE Winter Conference on Applications of Computer Vision

📁 Publication Chair

May 2018 - May 2019

Organized the publication process for WACV'18, with 200+ papers released for the year.

## SKILLS, QUALITIES, VALUES AND PERSONALITY

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C/C++

Javascript

CSS

Node.js

React/ReactNative

SQL/NoSQL

AWS

CI/CD

Figma

Jira

Agile Methodology

MVP Focused

Data Driven

Communicative

Customer-Centric

Objective

Creative

Resilient

Analytical

Open-Minded

Empathetic

Lead By Example

Strong Ethic

ROI

For more information, scan the QR code and connect on LinkedIn ↗

