brendel.william@gmail.com
+1 (415) 539-5322
linkedin.com/in/william-brendel

SUMMARY

Snap Inc. amazon Google

2x Founder | PhD in Al

Machine Learning (ML): 20+ years

Management and product strategy: 10+ years

EXECUTIVE LEADERSHIP EXPERIENCE

iScribeHealth

VP, Engineering

January 2025 - July 2025

iScribe uses a combination of **generative AI** and **speech-to-text** to capture and complete documentation on the provider's behalf, so they can put their time back towards their patients. **Under my leaderhsip, we have:**

- Prepared our entire company for our SOC 2 + HIPAA compliance:
 - Bulletproofed our core architecture for scalability and high availability: +70% downtime reduction
 - Implemented our incident recovery pipeline v1, from detection to communication
 - Upgraded the entire platform from .NET 4 to .NET 8 framework for performance and maintainability
 - Completed our first-ever penetration test and resolved 100% of critical and high vulnerabilities
- Defined the engineering roadmap, aligning tech strategy with business goals, i.e. \$100M ARR by 2030
 - Q1 2025: Integrated with Athena's ambient scribe system, >200 Athena's customers onboaded by Q3 2025
 - Q1 2025: Migrated our authentication system from Azure Entra ID to Auth0, improving security and flexibility
 - Q2 2025: Shipped our Al driven E&M coding suggestion v1, improving by 10-20% providers billing outcome
- Reorganized the team, hired 1 Product Manager and 1 Lead Engineer to strengthen cross-functional execution

MS Azure & DevOps AuthO Deepgram Nuance .Net/C# Javascript React Figma

Crossroads Venture Studio, Inc.

Founder / General Partner

May 2023 - Present

Early stage startup development. Providing product-market fit strategy, product design, and technical execution:

- Incubation and integration of 13+ internal and external teams
 - 8+ successfull projects, including gococo.ai and automarketer.ai
 - 61.5% success rate (seed funding and/or bootstrapping to first customer)
- See portfolio at crossroadsventurestudio.com

Javascript AWS Node Express Sequelize Stripe AuthO OpenAl CI/CD Figma Asana

Heali Al

Co-Founder / Chief Science Officer / Head of Product

May 2019 - May 2023

Co-founded **Heali.com**, an AI B2B/B2C health-tech startup focusing on reducing chronic diseases symptoms via AI-generated personalized nutrition:

- Recruited and directed a team of 2-12 engineers, product designers, and UX researchers
- Architected and implemented Al-based nutrition technologies, supporting 200+ medical conditions
- Built the semi-supervised AI pipeline to collect the cleanest food/nutrition data in the space: +2B entry points
- Launched our B2C app on both iOS and Android stores: +10K users
- Bootstrapped our CDC compliant DPP product, leading to 2 national healthcare provider partnerships
- \$4M fundraised, 8 digits business valuation, 1 patent, 1 publication

Javascript React Native AWS Node Express Sequelize Stripe CI/CD Figma Jira

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
- R&D leadership, product strategy and product management for a team of 50+ people
- Cross-department collaboration with 8 other teams in business, design, data science and engineering
- 8 patents, 7 publications, leading to shipped products such as (non-exhaustive list):
 - Privacy-preserving friend recommendation 14% revival of dead users, 7% user engagement
 - Bitmoji recommendation in the chat interface 8% increase in user engagement
 - Sentiment analysis based user ticket sorting +71% productivity in ticket resolution volume
- Part of company aquisition committees as a research and technical expert

C/C++	Keras	TensorFlow	Caffe	Figma	Asana	Jira
-------	-------	------------	-------	-------	-------	------

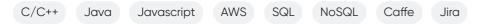
Amazon • A9

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
- 9 patents



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
- 2 patents



EDUCATION & RESEARCH

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

June 2011

- Master in Electrical Engineering and Computer Science, CPE Lyon, France
- ✓ 30+ Patents and publications, with 1800+ citations: scholar.google.com/citations?user=mR3fVelAAAAJ

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.

ADDITIONALS SKILLS, QUALITIES, VALUES AND PERSONALITY

Agile	RICE	MVP Focused	d Data Driven	Custome	r-Centric	Revenue Growth [Oriven	Commu	nicative
Creative	Res	ilient Analy	tical Open-Mi	inded Em	pathetic	Lead By Example	Stron	g Ethic	Fast Learner

TOGETHER, WE SUCCEED

Ready to scale your business, grow your team, or bring intelligence to your product? I've been in your shoes — as a 2x founder, engineering leader, and builder at scale. With 20+ years in machine learning and product engineering — including a decade at Google, Amazon, and Snap — I've helped ship systems used by 100M+ people daily. Today, I lead product, engineering and AI for healthtech companies, where we're transforming healthcare delivery with new technologies such as real-time scribing, autonomous coding, and preauthorization tools. Under my leadership, we've integrated with major EHR platforms, bulletproofed our architecture for stability and security, prepared the entire organization to SOC 2 + HIPAA compliance, and redefined our engineering roadmap and hiring strategy. What I've learned across all of this? Execution is everything — but not at the expense of people. Great products come from strong teams, fast iteration, clarity of focus, and user empathy. That's how I lead. That's how I build. And that's how, together, we succeed.