WILLIAM BRENDEL

He / Him / His

STRATEGIST • INNOVATOR • PIONEER

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SUMMARY

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

2x Founder | **PhD in AI**

Machine Learning (ML):   **20**+ years

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

STARTUP & LEADERSHIP EXPERIENCE

Crossroads Venture Studio, Inc.

💼 Founder / General Partner   May 2023 – Present

For each incubated startup: providing product-market fit strategy, product design, and technical execution:
- 8+ projects, including **gococo.ai** and **automarketer.ai** — see our portfolio: **crossroadsventurestudio.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

AI health-tech startup that helps reduce chronic disease symptoms via AI-generated 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

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

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=mR3fVeIAAAAJ**

VOLUNTEERING

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

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

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

TOGETHER, WE SUCCEED

Ready to scale your business, grow your team, or harness new tech in a fast-paced world? It's easy to feel stuck on how to execute. As a 2x founder, I have been in your shoes. With over a decade of experience at tech giants, I've launched products used by 100M+ daily users. No secret here: success is about execution and discipline. It's prioritizing MVPs, being agile, embracing failure while iterating quickly. It's about putting both business and users first. It's not just thinking outside the box, it's leading by example. That's how, together, we succeed.

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