



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:** 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 leadership, 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 onboarded by Q3 2025
  - Q1 2025: Migrated our authentication system from Azure Entra ID to Auth0, improving security and flexibility
  - Q2 2025: Shipped our AI 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

Auth0

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+ successful 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

Auth0

OpenAI

CI/CD

Figma

Asana

### Heali AI

📁 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 AI-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

React Native

AWS

Node

Express

Sequelize

Stripe

CI/CD

Figma

Jira

# R&D PRODUCT & ENGINEERING INDUSTRY EXPERIENCE

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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
- 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 acquisition 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

C/C++

Java

Javascript

AWS

SQL

NoSQL

Caffe

Jira

## 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

C/C++

Javascript

Google Cloud

## EDUCATION & RESEARCH

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🎓 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](https://scholar.google.com/citations?user=mR3fVeIAAAAJ)

## 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

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Agile RICE MVP Focused Data Driven Customer-Centric Revenue Growth Driven Communicative  
Creative Resilient Analytical Open-Minded Empathetic Lead By Example Strong Ethic Fast Learner

## TOGETHER, WE SUCCEED

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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 pre-authorization 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.