



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

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

## 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
- 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

🎓 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)

## VOLUNTEERING

### 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

Data Driven

Customer-Centric

Revenue Growth Driven

Communicative

Creative

Resilient

Analytical

Open-Minded

Empathetic

Lead By Example

Strong Ethic

Fast Learner

## 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.