

# Luke Profio

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Customer-focused **AI/ML Product Leader** with a proven track record of building and scaling innovative technical solutions that deliver measurable impact. With extensive experience in leading the end-to-end product lifecycle, I specialize in leveraging AI/ML, user-centered design, and iterative methods to build high-quality products that align business goals with user needs. Key achievements include developing the roadmap and delivery strategy for UW Health's AI/ML initiative – which automated clinical workflows to reduce costs and clinician burnout while enhancing user experience; leading an AI/ML research initiative for Workday that identified 8 strategic partnerships to reduce costs, mitigate enterprise risk, and enhance the user experience for 70M+ users globally; building and scaling a SaaS eCommerce platform that redefined how creators expand their reach and monetize their artwork through A/B testing, user feedback, and analytics to increase customer retention; co-leading the global development and launch of 2 pharmaceutical products with a \$20M+ budget, boosting client market share and improving ophthalmology patient outcomes; and advancing cardiovascular medicine by developing regenerative medicine products in collaboration with a global research team of 18 associates, co-authoring literature cited by 30+ academic and industry organizations including the American Heart Association. My superpower is translating technical ideas into actionable product requirements, enabling engineering teams to build the right solutions while bringing cross-functional teams along the way, so that we all get smarter.

Product Management | Business Strategy | User Experience | Software Engineering | Artificial Intelligence

**Carnegie Mellon University, Master of Business Administration (MBA)**, Management Science and Engineering

**The University of Texas at Austin, Master of Science (MSc)**, Artificial Intelligence

**The University of Colorado, Boulder, Master of Science (MSc)**, Computational Data Science

**The University of Wisconsin, Madison, Bachelor of Science (BSc)**, Genetics

## PROFESSIONAL EXPERIENCE:

### Technical Product Director

#### ChangeMap

2025 – Present

- Owning the end-to-end ML product lifecycle, including problem framing, user research, data strategy, PRDs/OKRs, roadmap, and launch criteria; translating ambiguous needs into backlogs.
- Hands-on coding & prototyping in Python/SQL (pandas, scikit-learn, PyTorch/TensorFlow) and LLM tooling (prompting, RAG, vector search); delivering notebooks, lightweight services, and tests.
- Evaluating and shipping models with A/B testing, offline/online metrics, and MLOps (MLflow/Weights & Biases, feature stores, CI/CD, monitoring); partnering with engineers to productionize on the cloud.
- Driving cross-functional execution across DS/Eng/Design/GTM; aligning stakeholders, converting insights into roadmap iterations, and measuring impact on activation, retention, and revenue.
- Championing Responsible AI & data governance, including bias/robustness evaluations, privacy & safety reviews, human-in-the-loop feedback, cost/perf tuning, and post-launch retraining triggers.

### Consulting AI/ML Product Manager

#### Workday

2024 – 2025

- Contributed to Workday's AI/ML product roadmap by identifying scalable solutions that reduce costs, mitigate enterprise risk and enhance the user experience for 70M+ users globally.
- Developed a comprehensive market map of relevant AI/ML solutions, identifying 8 high-yield strategic partnerships aligned with Workday's objectives.

- Led a 6-month research initiative in collaboration with design, engineering, and leadership teams to iteratively develop artifacts, gather feedback, and align on prioritization.
- Presented findings to cross-functional stakeholders, enterprise clients, and customers, incorporating feedback to increase visibility and engagement with Workday's initiatives.

### **Senior AI/ML Product Manager**

#### **UW Health Medical System**

*2023 – 2025*

Built and scaled healthcare IT products (Best Buy Health RPM, Apple Health, Epic Systems, Azure OpenAI, UiPath RPA, Stryker, Vocera, MacOS, GenAI, AI/ML) to reduce clinician burnout, costs, enterprise risk, and improve the quality of healthcare.

- Developed and prioritized an AI/ML product roadmap featuring 50+ high yield use cases for Epic's EHR system through user story mapping, OKRs, market research and stakeholder engagement.
- Managed the creation of a quantitative user feedback pipeline in Databricks and analyzed qualitative survey data, enabling faster iterations and enhanced AI/ML tools.
- Launched 3 GenAI products to automate clinical workflows, effectively reducing clinician burnout and enhancing user experience.
- Conducted user interviews and usability studies to drive iterative design improvements, prompt engineering and resolve pain points, increasing user satisfaction scores.
- Mentored team members on AI/ML tools, product management, and PMO best practices (e.g. ServiceNow SPM), boosting team productivity.

### **Technical Product Director**

#### **CODAworx**

*2021 – 2023*

Built and scaled a SaaS eCommerce platform that connects art buyers and commissioners with creators, redefining how artists expand their reach and monetize their artwork.

- Led the end-to-end design, development, and scaling of the platform with a team of 8+ associates.
- Significantly increased customer retention through targeted outreach and self-service user onboarding and training.
- Optimized transaction efficiency and enhanced user experience by redesigning inventory management systems using A/B testing and user analytics.

### **Technical Product Manager**

#### **UW-Madison School of Medicine and Public Health**

*2016 – 2021*

- Co-led the development of regenerative medicine products aimed at improving the effectiveness and quality of heart disease treatment.
- Co-led a global team of 18 researchers and co-authored a publication cited by 30+ academic and industry organizations including the American Heart Association, advancing cardiovascular medicine, and improving patient outcomes.
- Utilized agile methodologies to enhance the efficiency of cardiac tissue regeneration, paving the way for pre-clinical product development and commercialization.
- Developed data analytics workflows using instrumentation software and programming, reducing processing time while improving data accuracy and quality.

Non-Technical Skills: Portfolio Management, Program Management, Product Management, Project Management, Communication, User Experience (UX), Competitive Analysis, Product Strategy, Market Research, Product Launch, Product Vision, Cross-Functional Team Leadership, Business Analytics, OKRs, KPIs, Go-to-Market

Technical Skills: Python, R, AI/ML, Data Engineering, SQL, APIs, Keras, TensorFlow, PyTorch, NLP, REST Integrations

Tools: Jira, Confluence, Tableau, Databricks, Microsoft Azure, Google Cloud, AWS, Figma, Power BI, Tableau

Volunteering: U.S. Technology Policy Committee Member at the Association for Computing Machinery; Founder of AI@CMU; Eagle Scout; Volunteer at UW Health; Volunteer at the National Alliance on Mental Illness; Member of the OpenAI Forum

Certifications: Certified Scrum Product Owner (CSPO), Project Management Professional (PMP), Agile Certified Practitioner (ACP), Certified Scrum Master (CSM), Carnegie Mellon University Software Engineering Certificate, UW-Madison Regenerative Medicine Certificate

Awards: Carnegie Mellon University David A. Tepper Academic Merit Scholarship, UT-Austin Academic Merit Scholarship, UC-Boulder Academic Merit Scholarship, Albert J. & Adelaide E. Riker Academic Merit Scholarship, Sprint Forward Academic Merit Scholarship, William F. Vilas Academic Merit Scholarship, Qualtrics Academic Merit Scholarship, Distinctive Scholastic Achievement, Dean's List, Wisconsin Music Teacher's Association Exemplary Soloist & 1<sup>st</sup> Place, National Federation of Music Clubs Exemplary Soloist & 1<sup>st</sup> Place, Milwaukee Music Teacher's Association 1<sup>st</sup> Place, Wisconsin State Music Association 1<sup>st</sup> Place

Organizations: CMU Tech & Entrepreneurship, Carnegie Mellon University Alumni Association, National Eagle Scout Association, Product @ CMU, Project Management Institute, Scrum Alliance, Wisconsin Alumni Association

Languages: English (Native), Italian (Elementary), Latin (Elementary)

Hobbies: Biking, Hiking, Reading, Video Games, Travelling

*References and additional information available upon request.*