

BRIAN KING

AI Engineer, Product Manager, Transformation and Change Management Specialist

Olympia, WA | [linkedin.com/in/brianjking](https://www.linkedin.com/in/brianjking) | brianjking.io | brianjosephking@gmail.com | 312.889.4831

AI Product Leader combining technical depth, product management, product strategy, and change management expertise. Build production GenAI systems while driving enterprise transformation and adoption. Proven ROI in regulated environments.

AI EXPERIENCE AND FRAMEWORKS

Foundation Models: Claude (Anthropic), GPT/o-series (OpenAI), Llama (Meta), Gemini (Google), Vision-Language Models (GPT-4V, Moondream, LLaVA)

Development Environments: Claude Code, Cursor, Windsurf, GitHub Copilot, Replit Agent, v0 by Vercel, Bolt

Agentic and Orchestration: LangChain, LangGraph, LlamaIndex, CrewAI, Msft AutoGen, Msft Semantic Kernel, n8n, Gumloop

RAG and Search Infrastructure:

- Vector DBs: Pinecone, Weaviate, ChromaDB, pgvector
- Search: Hybrid BM25 + Vector, Elasticsearch
- Architectures: Naive/Contextual/Graph RAG

ML Engineering:

- Embeddings: OpenAI Ada/3-series, Sentence Transformers, Cohere v3
- Evaluation: RAGAS, LLM-as-Judge, Promptfoo, BERTScore
- Optimization: DSPy/Ax prompt engineering

Computer Vision: YOLO (v5-v9, custom fine-tuned), OCR (Tesseract, LlamaParse), Document AI (Textextract, Azure Document Intelligence)

Web Automation: Claude Computer Use, Playwright, Puppeteer, Firecrawl, Beautiful Soup

WORK EXPERIENCE

ANSIRA

AI Transformation Coach and AI Architect | Oct 2024 - Sep 2025

- **Launched enterprise AI enablement platform** including Glean, Claude Code, and other AI tools, improving operational efficiency 40% and enabling previously impossible capabilities
- Built AI-powered proof-of-concepts including browser-based compliance testing for automotive pricing and DSPy-powered content creation tools, demonstrating clear ROI and technical feasibility
- Produced organizational AI governance framework, establishing ethical guidelines, risk protocols, and responsible AI practices adopted across all business units
- Developed AI best practices and SOPs, creating standardized workflows and prompting methodologies that ensured consistent AI utilization across 50+ teams
- Designed and delivered AI training programs, teaching prompt engineering and responsible AI practices to employees, achieving 75% adoption rate.
- Led cross-functional AI transformation initiatives, identifying high-impact use cases and facilitating stakeholder alignment on adoption strategies across 5 departments

Product Manager, AI and Machine Learning | Sep 2024 - Nov 2024

Led AI and Machine Learning innovation arm for Ansira (acquired BrandMuscle), establishing responsible AI product vision for regulated MarTech and delivering compliance-first GenAI solutions with measurable ROI for national beverage/alcohol brands.

- AI Compliance Engine: Built computer vision/NLP platform detecting DISCUS violations, reducing manual review costs 80% and eliminating regulatory violations for national alcohol brands
- Tastebuds Gen AI Platform: Launched first-to-market B2B solution for automated cocktail recipe creation with built-in DISCUS compliance, enabling distributors to scale without additional mixologists
- AI Content Creation Suite: Developed compliance-aware content generation platform that accelerated marketing production 5x while reducing legal review bottlenecks
- Palette AI Design Platform: Embedded multi-modal compliance engine into creative workflows, scaling compliant asset creation across 10,000+ beverage enterprise locations
- RAG Chat Solution: Architected knowledge system providing instant access to brand guidelines, preventing costly compliance errors across distributed marketing teams

IGNITEIQ

AI Consultant | Aug 2023 – Current

- Built proof-of-concepts for RAG applications and compliance tools, rapidly prototyping solutions that validated feasibility. Using DSPy, Browser Use, LLMs, etc
- Served as Generative AI Subject Matter Expert for IgniteIQ, shaping AI frameworks that leverage DSPy's modular LM programs, LangGraph orchestration, and Browser Use automation to guide technical implementation and change management.
- Designed and delivered AI engineering education programs covering advanced prompt engineering with DSPy optimization techniques, Browser Use for agent development, and responsible AI frameworks for production deployments.
- Developed go-to-market strategies for AI-powered products, translating technical capabilities including RAG pipelines, DSPy-optimized chains, and Browser Use agents into value propositions that drove successful client product launches.
- Conducted advanced AI research and experimentation with emerging technologies including DSPy, Browser Use automation patterns, and multi-modal RAG architectures to identify strategic opportunities and competitive advantages for clients.

BRANDMUSCLE

Product Manager, AI and Machine Learning | May 2023 - Sep 2024

Led AI and Machine Learning innovation arm for BrandMuscle, establishing responsible AI product vision for regulated MarTech and delivering compliance-first GenAI solutions with measurable ROI for Fortune 500 beverage/alcohol brands.

- AI Compliance Engine: Built computer vision/NLP platform detecting DISCUS violations, reducing manual review costs 80% and eliminating regulatory violations for Fortune 500 alcohol brands
- Tastebuds Gen AI Platform: Launched first-to-market B2B solution for automated cocktail recipe creation with built-in DISCUS compliance, enabling distributors to scale without additional mixologists
- AI Content Creation Suite: Developed compliance-aware content generation platform that accelerated marketing production 5x while reducing legal review bottlenecks
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Associate Product Manager | Jul 2021 - May 2023

- **Led product development for SpotMenus digital QR solution**, pivoting BrandMuscle from printed menus to digital-first approach in response to COVID-19's impact on restaurants and contactless dining requirements
- Developed strategic partnerships with beverage/alcohol distributors, creating sponsored digital menu opportunities that generated new revenue streams while helping restaurants recover from pandemic losses
- Drove business model innovation, transforming BrandMuscle from print provider to omnichannel solution and establishing competitive positioning in contactless dining market
- Collaborated with distributor partners to design co-marketing programs, enabling alcohol brands to reach consumers through digital menu sponsorships while supporting restaurant recovery

Product Owner - Support | Jul 2020 - Jul 2021

- Developed comprehensive SOPs and best practices for SpotMenus product support operations, creating scalable frameworks for managing customer inquiries and technical issues during rapid product adoption
- Authored internal and external help documentation, writing technical guides, troubleshooting resources, and training materials that reduced support ticket volume and improved customer self-service capabilities
- Implemented support automation processes to streamline issue resolution workflows, improving response times and operational efficiency while maintaining high customer satisfaction during critical pandemic-driven product launch

CONSULTANT

NFT Project Manager (Self-Employed) | Jan 2017 – Jun 2020

- **NFT Product Development:** Led product lifecycle for NFT marketplace projects from architecture design through launch, managing cross-functional teams while evaluating smart contract security and gas optimization strategies
- **WordPress Development:** Built custom WordPress websites for small businesses with responsive designs, e-commerce integrations, and SEO optimizations to establish their digital presence

DUELING DOGS

Product Owner and Social Media Strategist | Nov 2015 - Jan 2017

- Product Owner for Scrum team developing web application which handles event registrations, processes rankings, event results, interfacing with WordPress website, etc.
- Built and maintained Dueling Dogs website using WordPress
- Managed Dueling Dogs Social Media accounts (Facebook, Instagram, Twitter, YouTube).

DOCKDOGS

Product Owner and Social Media Strategist | Feb 2012 - Jan 2017

- Product Owner for Scrum team developing web application which handles event registrations, processes Titles/Rankings, event results, etc. Worked with a team of overseas developers.
- Managed DockDogs Social Media accounts (Facebook, Instagram, YouTube, Twitter). Facebook growth from 800 Likes to 56,000+.
- Built and maintained DockDogs website using WordPress
- Created, instituted, and maintained online DockDogs Standard Operating Procedures and Policies manual built using MkDocs. Handled associated change management across all teams.

DIGITAL MEDIA RESEARCH GROUP DMRG

Digital Media Technologist / Project Manager | Jan 2004 - May 2009

- Undergraduate, Graduate, and Doctoral level research and development of new and emerging technologies.
- Project Manager for all team projects
 - Mobile Devices Research and Development - Educational Gaming, Pocket Virtual World
 - eLearning Development and Moodle Administration - Campfire eLearning Software
- Apple xServe and xServe RAID administrator - Managed 650+ user accounts and file share, LAMP Stack

EDUCATION

BOWLING GREEN STATE UNIVERSITY

Master's in Technology Education, Instructional Design | 2007 - 2009

Bachelor's of Science in Technology - Visual Communications Technology and Marketing | 2003 - 2007