Justin D. Norman | San Francisco, CA

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SUMMARY

Justin Norman is an experienced ML/AI executive, with achievements in generative AI, computer vision, data science and enterprise ML engineering. He seeks to transform organizations through the practical use of large-scale data and applied AI.

QUALIFICATIONS AND SKILLS

Functional

- Enterprise ML/AI Strategy
- AI Product Management
- Technical Contract Evaluation and Negotiation
- Responsible AI, Data Privacy and Governance
- People Management & Mentorship
- Enterprise Technology Cost Optimization
- Client Relationships and Engagement

Technical

- Applied ML (Computer Vision, Recommender Systems)
- Generative AI (LLM and Vision)
- MLOps and Cloud App Deployment
- Data Science Tools (Python, R, MATLAB)
- Data Platforms (Snowflake, Redshift)
- Relational Databases (Postgres)
- Data Visualization (OpenCV, Matplotlib, D3.js)
- ML Model and Application Observability

EXPERIENCE

Vera AI 06/2022 – Present   San Francisco, CA
Chief Technology Officer and Head of AI

- As CTO, responsible for the entire Vera engineering team, technical consultants and design partners as well as the technical execution of the Vera product roadmap
- As Head of AI, responsible for AI Research (LLM and Computer vision model training and eval) and ML Engineering

Defense Innovation Unit 10/2023 – 11/2024   Mountain View, CA
Portfolio Director (Acting) / Technical Director

- Led all AI/ML Project, Research, Engineering and Commercial teams, with more than $300M total budget responsibility

JDN & Associates, LLC 11/2020 – Present   San Francisco, CA
Managing Partner

- AI/ML Research and Engineering Consultancy, founded to enable collaboration with leading previous, contemporary and future technology partners. Successfully completed key projects and roles include:
  - AI Deputy Technical Director, Defense Innovation Unit, AI/ML Portfolio
  - Technology Advisor, Vectice, Inc

University of California, Berkeley 11/2019 – 05/2025   Berkeley, CA
PhD Candidate

- As a Fifth-year in Hany Farid's Lab, I focus on research projects centered around the responsible design and implementation of Generative Computer Vision, ML & Data Engineering technologies for digital forensic applications.

Yelp 11/2019 – 01/2022   San Francisco, CA
Vice President, Data Science

- As a direct report to the CPO, responsible for five functional Product Data Science and AI teams and a Data PM team with a combined HC of over 80, as well as the Yelp ML experimentation platform and Core ML Platform.
- Provides strategic leadership in Data Science, Analytics and Data Engineering to the Chief Product Officer, CTO, CEO and Executive Leadership Team

Cloudera Fast Forward Labs 06/2018 – 11/2019   San Francisco, CA
Director, Research and ML

- Served as the Head of ML research at Cloudera, supervising a diverse team of 20 research engineers, 2 Data Science Managers, Front-end Designer/Developers, Technical Program Managers and 6 ML engineers
- Led the Machine Learning services business, responsible for business development, technical execution and client relationship management for a $6M+ P&L
- Responsible for development, delivery and technical writing contributions to quarterly Research Reports

- Provided thought leadership through public speaking, writing and conference appearances

Fitbit 01/2018 – 06/2018   San Francisco, CA
  Senior Manager, Applied Machine Learning
- Responsible for leading a production ML research and engineering team, with the goal of designing, developing and deploying Machine Learning-enabled applications that improve health and fitness outcomes for Fitbit users

Cisco Systems 03/2016 – 01/2018   San Jose, CA
Senior Manager, Enterprise Data Science Office
- Responsible for building, engaging and developing a highly talented, cross-functional team of Data Scientists, Process Experts and Analytics professionals, focused on providing corporate-level leadership in advanced analytics
- As the Chief Data Scientist and Data Science Execution leader at the Cisco Process and Analytics Center of Excellence, responsible for model selection, development, training, validation, testing and deployment of Data Science products for a portfolio of 18 corporate-level data-driven initiatives
- Served as the responsible manager for a team of over 30 direct reports and 4 matrix reports

Cisco Systems 04/2015 – 03/2016   San Diego, CA
  Delivery Manager, Advanced Services
- Managed overall current operations for the $17 million customer portfolio, including resource management, executive briefings and product and service evangelism
- Served as the responsible manager for a team of 10 direct reports and 2 matrix reports

Cisco Systems 04/2012 – 04/2015   San Diego, CA
  Program Manager, Advanced Services
- Responsible for the financial health, reporting, deal scoping and resource use for 12+ IT Network services projects of various technology type, with a total portfolio revenue of over $17 million, and a year-over-year revenue of $7 million.
- As the PMO Director for the Maricopa County Complex Network Refresh Program, led a cross functional, 16-member team through the delivery of a 7 Project, $4.35 million professional services portfolio. Successfully led the Cisco Maricopa team through design, development and ordering phases of an $11.0 million total product order.

Booz Allen Hamilton 12/2011 – 04/2012   San Diego, CA
  Network Integration Engineer
- As an Integration Engineer, was responsible for big data platform design, analytics, and implementation of Enterprise IT systems, with a focus on Distributed Cloud Applications serving over 7,500 mobile users.
- On a $4 Million contract, developed secure network and systems solutions for enterprise architectures, involving emerging technology such as context-aware wireless networks and zero client applications.

United States Marine Corps   05/2007 – 12/2011   Afghanistan / San Diego, CA
  Network Operations and Systems Officer
- Utilizing K-means and Latent Semantic Analysis based models, planned, developed and implemented a custom Data Visualization & Analytics Platform to monitor and proactively classify network events
- As the project lead, planned, implemented and maintained the SolarWinds architecture and Device Intelligence platform on three separate networks, providing a network management solution responsible for monitoring over 1,100 enterprise network devices serving over 25,000 users.
- Integral to the award of the $120 million dollar+ Camp Leatherneck Wireless Internet contract, serving as the lead technical evaluator during the source selection board process.
- Led all network sustainment of 2,520 network events for a deployed enterprise supporting over 25,000 users.
- Responsible for the inventory, maintenance and supervised the modification of all equipment contained within a responsible individual account of 459 items, with a total dollar worth of over $9 million.

EDUCATION

- **University of California Berkeley —** PhD A.B.D. (2024), PhD (May 2025 expected)
- **University of Southern California, Marshall School of Business —** Master of Business Administration (2015)
- **University of Southern California, Marshall School of Business —** Masters Cert. in Tech Commercialization (2015)
- **United States Naval Academy** (Annapolis, MD) – Bachelor of Science in Computer Science (2007)

CERTIFICATIONS

- **Project Management Professional** (PMP) – 2011 (Renewed 08/2023)
- **INFORMS Associate Certified Analytics Professional** - 2017