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+ successfull 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 aquisition 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**

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.