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: **10**+ years

EXECUTIVE LEADERSHIP EXPERIENCE

iScribeHealth

💼 VP, Engineering   January 2025 - July 2025

iScribe uses a combination of **generative AI** and **speech-to-text** to capture and complete documentation on the provider's behalf, so they can put their time back towards their patients. **Under my leaderhsip, we have:**

- Prepared our entire company for our SOC 2 + HIPAA compliance:
  - Bulletproofed our core architecture for scalability and high availability: +70% downtime reduction
  - Implemented our incident recovery pipeline v1, from detection to communication
  - Upgraded the entire platform from .NET 4 to .NET 8 framework for performance and maintainability
  - Completed our first-ever penetration test and resolved 100% of critical and high vulnerabilities
- Defined the engineering roadmap, aligning tech strategy with business goals, i.e. $100M ARR by 2030
  - Q1 2025: Integrated with Athena's ambient scribe system, >200 Athena's customers onboaded by Q3 2025
  - Q1 2025: Migrated our authentication system from Azure Entra ID to Auth0, improving security and flexibility
  - Q2 2025: Shipped our AI driven E&M coding suggestion v1, improving by 10-20% providers billing outcome
- Reorganized the team, hired 1 Product Manager and 1 Lead Engineer to strengthen cross-functional execution

MS Azure & DevOps   Auth0   Deepgram   Nuance   .Net/C#   Javascript   React   Figma

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

R&D PRODUCT & ENGINEERING 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 2100+ citations: **scholar.google.com/citations?user=mR3fVelAAAAJ**

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 bring intelligence to your product?

I've been in your shoes — as a 2x founder, engineering leader, and builder at scale. With 20+ years in machine learning and product engineering — including a decade at Google, Amazon, and Snap — I've helped ship systems used by 100M+ people daily.

Today, I lead product, engineering and AI for healthtech companies, where we're transforming healthcare delivery with new technologies such as real-time scribing, autonomous coding, and pre-authorization tools. Under my leadership, we've integrated with major EHR platforms, bulletproofed our architecture for stability and security, prepared the entire organization to SOC 2 + HIPAA compliance, and redefined our engineering roadmap and hiring strategy.

What I've learned across all of this? Execution is everything — but not at the expense of people. Great products come from strong teams, fast iteration, clarity of focus, and user empathy. That's how I lead. That's how I build. And that's how, together, we succeed.