

Brian Simmons

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Product Manager and builder with 8+ years shipping zero-to-one, AI-driven products across early-stage startups and enterprise scale. Track record of turning ambiguous business and operational problems into scalable products: closed a \$3M contract on a product strategy pivot, scaled a data platform from 500 to 60,000+ monthly transactions, and independently designed and launched multiple consumer and developer tools end-to-end. Technical enough to prototype functional applications and reason about APIs, data schemas, and AI systems, with sharp instincts for user discovery, prioritization, and cross-functional execution.

WORK EXPERIENCE

Senior Technical Product Manager, AI Platform, HOPPR

Apr 2025 – Present

- Owned zero-to-one product strategy and execution for an AI/ML development platform with standardized APIs and Python SDK, onboarding **10 enterprise customers**.
- Led rapid discovery with users, engineers, and research scientists to validate opportunities and prioritize the highest-impact features.
- Prototyped features directly with Claude Code and ChatGPT, turning product specs into working code and compressing build cycles from weeks to days.
- Translated ambiguous researcher and developer workflows into clear product requirements and scalable platform architecture.
- Operated with minimal process and high ambiguity, making fast trade-offs to ship usable products quickly.

Product Manager and Director of Operations, Covera Health

Jan 2023 – Apr 2025

- Led product strategy and execution for AI-driven products generating **\$3M in revenue**, supporting a growth path toward \$55M ARR.
- Drove a zero-to-one business model pivot, identifying a new revenue model and prioritizing the first products with a weighted scoring framework, closing a \$3M contract with measurable revenue impact **within two months**.
- Chose an integration-first delivery path over a custom-built platform based on user workflow research, cutting build time from ~6 months to ~2 and driving frictionless adoption.
- Scaled a cloud-native AI platform from **500 to 60,000+ transactions per month**, reaching 95%+ autonomous processing across distributed systems.
- Translated ambiguous operational workflows into API-driven products, **reducing turnaround time by 75%** and enabling scalable integrations across enterprise partners.

Product Manager, Digital Diagnostics

Jun 2022 – Dec 2022

- Owned product strategy for the first FDA-approved autonomous AI diagnostic system, navigating high ambiguity across hardware, software, and clinical validation.
- Mentored junior PMs and introduced lightweight processes to support rapid iteration.

Associate Product Manager, Amwell

Aug 2021 – May 2022

- Launched and scaled a white-labeled telehealth platform for a Fortune 10 client, supporting virtual care delivery for hundreds of thousands of patients.
- Led cloud migration with core API integrations to billing and eligibility systems, managing accessibility requirements without service disruption.

Program Manager and Product Owner, Epic Systems

Mar 2019 – May 2021

- Owned a 12-month SaaS roadmap used by **tens of millions of users**, framing decisions with usage analytics, workflow data, and structured experimentation.
- Led a cross-functional team of seven running A/B testing and iterative release experimentation to measure engagement and task completion, delivering outcome visualizations for go/no-go decisions.

EDUCATION

Master of Technology Management, *UC Santa Barbara*

Jun 2018

Bachelor of Biomedical Engineering, *The Catholic University of America*

May 2017

PROJECTS

Independent Data & Automation Projects, *Personal / Open Source*

Oct 2025 – Present

- Built an automated data pipeline that scrapes live HTML, normalizes event data, and publishes a daily-updating .ics calendar feed subscribed to by hundreds of users across Google, Apple, and Outlook.
- Developed an analytics platform on API-ingested data: ratio analyses, outlier detection, longitudinal trends, and searchable dashboards surfacing cohort-level insights for a large online community.

VEEOP, *Cross-platform Mobile and Web App*

Jan 2026 – Present

- Independently designed and built a location-based AR social platform, owning concept validation, architecture, and end-to-end development.
- Engineered a custom geohashing algorithm for proximity-based queries with dynamic precision scaling, and designed Firebase Analytics instrumentation to track engagement funnels.

Location Lens, *Web App, Browser Extension*

Jan 2025 – Present

- Designed and launched a consumer platform (web app and browser extension) on Google APIs with real-time filtering and ranking of search results, built with JavaScript, Node.js, Express, and Google Maps APIs.
- Managed the end-to-end lifecycle: concept, prototyping, usability testing, launch, and ongoing iteration.

Birthday Nudge, *Mobile App*

Jul 2025 – Present

- Validated, built, and launched a cross-platform consumer mobile app zero-to-one, owning discovery, MVP definition, monetization strategy, and go-to-market execution to Google Play Store production.

SKILLS

Product Management

Zero-to-One Product Development, Roadmaps, Prioritization, Go-to-Market Strategy, Voice of Customer, A/B Testing, Experimentation, Agile & Scrum, Cross-functional Leadership, Product Sense

AI & Machine Learning

Claude Code, ChatGPT, Codex, Cursor, MCP, LLMs (prompting, fine-tuning, embeddings, retrieval, evaluation), VLM, NLP, CV, AI agents, generative AI, Perplexity AI Business Fellowship

Data & Analytics

Data Modeling, Event Schema Design, ETL / Data Pipelines, Data Warehousing, Data Governance, Experimentation Frameworks, Feature Flagging (LaunchDarkly), SQL, Tableau, Metabase, Power BI, Google Analytics, Snowflake

Technical & Development

REST APIs, Node.js, Express, MongoDB, Firebase, Flutter, JavaScript, HTML/CSS, Python, Git, AWS, Google Maps API, Figma

Business & Communication

Strategic Communication, Executive Communication, Market Research, Competitive Analysis, Client Management, Presentations, Decision-Making, Ambiguity, SaaS, Startups