

# BRIAN GREGORY FISHMAN

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## SUMMARY

AWS Solutions Architect Professional with MIT MBA who bridges the gap between strategic business goals and high-quality delivery. I specialize in researching users, analyzing data, managing technical planning, automating operations, and improving SDLC processes.

## RELEVANT EXPERIENCE

TextMe LLC - Founder

2025 - Present

*Delivering Forecasts To Backcountry Users Without Cell Reception*

- **Gathered Feedback To Improve Onboarding, Roadmap:** Developed a prototype mobile app, conducted weekly user interviews to uncover friction in the onboarding workflow. Redesigned the initial user journey based on feedback. Segmented users and attracted 30 beta users. Interviewed users to gather feedback on beta. Refined roadmap and delivered features for general launch.
- **Launched Robust, Maintainable Products:** Architected a multi-region, hot-backup backend using IaC, ensuring 99.9% uptime and repeatable deployments. Reduced deployment cycle time by 25% with automated tests, CI/CD pipelines.
- **Created Low Cost Growth Funnel:** Owned the end-to-end user growth funnel, from crafting brand identity and marketing assets using AI tools to implementing SEO best practices, successfully scaling the product from zero to 30 active users. Created AI tool that runs daily to develop and refine list of leads then research individual contacts and propose an email for direct marketing.

Amberbox, Inc - Senior Manager of Engineering and Operations

2023 - 2024

*Detecting Emergencies, Including Active Shooter Threats, Via AI-Enabled Hardware*

- **Increased ML Detection Performance 10%:** Led engineering to baseline and retrain gunshot detection model (PyTorch), raising the F1 score from 0.84 to 0.94 by improving data annotation tooling and dataset quality. Shipped to >4000 field devices.
- **Enabled Predictable Customer Delivery:** Decreased internal fulfillment times over 30% by launching a new Fulfillment Center in 90 days via competitive bidding. Created, managed, and documented inventory tracking and ordering processes. Partnered with manufacturers to move assembly and testing upstream, improving assembly costs 10%, reliability 20%, and speed 60%.
- **Created Structured And Responsive SDLC:** Improved sprint processes to reduce meeting length and improved predictability. Aligned conflicting requirements to rapidly prioritize and deliver a feature, directly enabling the sales team to close a deal.
- **Managed, Mentored 6 Direct Reports:** Setup and utilized 1:1 documents, meetings to track direct-reports' progress against long-term employee goals. Configured mock Azure IDP, enabling a junior engineer to fix a critical SSO integration in a single day.

Arturo.ai - Agile Project Manager

2021 - 2023

*Improving Insurance Valuations With AI-Powered Analysis Of Aerial Imagery*

- **Established And Ran Product Development Process:** Implemented SDLC process and document templates; led sprint meetings and demos; increased Story Point throughput by 20% through improved backlog management and requirements breakdown.
- **Wrote Business Plan, Led Product Rearchitecture:** Wrote business plan for overhauling business from running AI models on-demand to preemptive processing. Presented the business plan to the CEO, CTO, CSO. Led the migration from a monolith to event-driven microservices; created specifications that enabled parallel development across 3 teams, resulting in on-schedule delivery in 4 months. Collaborated with GTM teams to launch a new API and frontend, contributing to \$4M in new contract value.
- **Managed Engineering Costs:** Audited billing. Discovered \$100k duplicate vendor billing; followed up for 6 months to recoup funds. Created a weekly cost reporting framework and process. Reduced monthly cloud costs by 50%, totaling \$1M/year.

Snow Intel LLC - Founder

2018 - 2021

*Helping Winter Recreators Understand Backcountry Snow Conditions Via Snow Profile Predictions*

- **Architected Backend:** Utilized on-premise hardware, OSS to process >500GB daily weather into snowpack data. Developed databases, API, and tileserver to store and distribute snowpack data for individual points and summarize across geographic areas.
- **Managed Contractors To Deliver Frontend:** Hired and managed Upwork team to budget to deliver frontend in 3 months.
- **Launched, Marketed, And Improved Product:** Managed paid search and social campaigns, developed SEO strategy. Conducted usability testing to detect friction and refined the roadmap. Increased session duration by 100% by adding snow depth map layers.

NBCUniversal Media LLC - Growth Product Manager

2017 - 2018

*Empowering Hobbyists To Create And Learn With Video Content, Supplies*

- **Launched, Marketed New Product:** Partnered with the UX team to develop landing pages for Craftsy Unlimited product launch. Researched existing traffic and created strategic cross-sell advertisement placements. Established team to interview users and address low landing page conversion; executed A/B tests focused on messaging and personalization resulting in a 27% lift.

## EDUCATION

Massachusetts Institute of Technology

Master of Business Administration

2015 - 2017

Lehigh University

Bachelor of Science in Mechanical Engineering

2008 - 2012