

Edward Profio, MBA, MEng, PMP

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PROFESSIONAL EXPERIENCE:

AURIFEX BIOSCIENCES (*Biomedical analytics platform which reduces multiomic experimental analyses from days to minutes*)
CHIEF PRODUCT OFFICER & BOARD MEMBER, AI/ML 25 – Present

Led product development from zero to launch. Grew engagement by 25% month over month while maintaining about 70% three-month retention through rapid, feedback driven iteration. Translating deep technical work in multiomics and AI into clear business value and landing several strategic pilot relationships. Built and managed a cross-functional team of 6 engineers and designers, implementing processes that cut average time to ship new features by 40 percent and reduced production level bugs by 30 percent.

UW HEALTH

SENIOR TECHNICAL PRODUCT MANAGER, AI/ML (24-25); TECHNICAL PRODUCT MANAGER, AI/ML (23-24) 23 – 25

Conceived, developed, and commercialized premier AI/Epic technology which revolutionized quality of care at Wisconsin's largest provider, lowering costs while also minimizing provider burn-out. Spearheaded initial research to uncover unmet needs, proposed solution, gained agreement across large, highly matrixed organization, and won approval to move forward. Successfully launched product. Highlights Include:

- Entrusted to audit and understand the current state of AI within UW Medical System. Collected and evaluated 50+ Use Cases in order to identify the biggest customer pain points. Presented findings to Senior Leadership and Executive Stakeholders in order to fuel progress with AI initiatives. Resulted in gaining ownership of UW's AI/ML Roadmap
- Achieved record-setting engagement of >90%.
- Saved >42,000 clinician hours in the first year alone by automating tasks that previously consumed up to 40% of nursing shift time.
- Built and productionized a real-time Databricks feedback pipeline that ingested usage telemetry and qualitative signals, cutting iteration cycles from months to days and directly supplying continuous prompt, retrieval, and UX optimization.
- Led technical integrations of GenAI agents with Epic, Best Buy Health RPM, and UiPath RPA platforms while implementing rigorous regulatory compliance and guardrails.

CODAWORX (*E-commerce platform which enables artists to monetize their artwork/sales to consumers*)

TECHNICAL PRODUCT DIRECTOR, AI/ML (22-23); SENIOR TECHNICAL PRODUCT MANAGER, AI/ML (21-22) 21 – 23

Recruited to be a part of original team that conceived, created, developed and launched the first consumer marketplace for commissioned artists. Spearheaded every stage of product concept to commercialization including both front-end and back-end operations. Established analytics instrumentation, funnel optimization, and experimentation cadence that positioned CODAworx as the category-leading platform for public art commissions. Led, influenced and managed cross-functional team. Drove technical development with a focus on integrating ML. Highlights Include:

- Created and implemented AI recommender system that improved project match rates by 20% and increased repeat bookings by 15%.
- Doubled customer retention by designing and shipping self-service onboarding, in-app guidance, and personalized outreach flows via cohort analysis and NPS feedback.
- Managed back-end, supply chain functions. Redesigned core inventory, RFP, and transaction workflows using A/B testing and real-time analytics. Resulted in improving fulfillment time by 40%.

GALLIFY (*E-commerce platform which enables digital artists (e.g. AR/VR) to monetize their artwork*)

CHIEF PRODUCT OFFICER & BOARD MEMBER, AI/ML (19-21); TECHNICAL PRODUCT DIRECTOR, AI/ML (18-19);

TECHNICAL PRODUCT MANAGER, AI/ML (16-18)

16 – 21

Hand-picked to be part of an AI-Startup. Based on technical skills and leadership/teamwork abilities, progressed to CPO. Resulted in designing/launching an AI recommender and analytics system for e-commerce listings that increased click-through rate by 20% and boosted average order value by 10%. Designed, built and launched the platform 0 → 1, ahead of schedule.

EDUCATION

HARVARD UNIVERSITY: CHIEF EXECUTIVE OFFICER & ADVANCED MANAGEMENT PROGRAM (AMP)

CARNEGIE MELLON UNIVERSITY: MASTER OF BUSINESS ADMINISTRATION (MBA)

- CAPSTONE PROJECT (24-25): Shaped Workday's global AI/ML product strategy regarding Accessibility. Conducted extensive customer and competitive analysis and research which resulted in creating and prioritizing high-impact solutions that segmented users, reduced costs, lowered enterprise risk, and improved UX for 70M+ end users worldwide. Resulted in influencing and informing the direction of Workday's Accessibility AI roadmap.

THE UNIVERSITY OF TEXAS AT AUSTIN: MASTER OF SCIENCE (MSC), ARTIFICIAL INTELLIGENCE & MATHEMATICS

THE UNIVERSITY OF COLORADO, BOULDER: MASTER OF ENGINEERING (MENG), COMPUTATIONAL DATA SCIENCE

THE UNIVERSITY OF WISCONSIN, MADISON: BACHELOR OF SCIENCE (BSC), PHYSICS & GENETICS

ADDITIONAL INFORMATION

TECHNICAL: Python, R, AI/ML, Data Engineering, SQL, APIs, Keras, TensorFlow, PyTorch, NLP, REST Integrations, Jira, Confluence, Tableau, Databricks, Microsoft Azure, Google Cloud, AWS, Figma, Power BI, Tableau; Certified Scrum Product Owner (CSPO), Project Management Professional (PMP), Agile Certified Practitioner (ACP), Certified Scrum Master (CSM), Carnegie Mellon University Software Engineering Certificate, UW-Madison Regenerative Medicine Certification.