

Bryan Caplovitz

Founder | AI Product & Platform Leader

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Building products that make complex work feel simple.



Leadership
Snapshot

Bryan Caplovitz © Leadership Snapshot

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EXECUTIVE SUMMARY

Founder and product leader with 30+ years of experience building and scaling customer-facing software products from concept through long-term growth. I specialize in identifying complex customer and operational problems, defining product strategy, and leading cross-functional teams to deliver AI-powered products that simplify complex workflows and create measurable business value. As the founder and product leader behind SpeakerMatch, I've spent more than two decades balancing customer needs, business goals, and technical execution while continuously evolving a multi-tenant SaaS platform serving thousands of users.

CORE STRENGTHS

Product Leadership

Identify high-impact problems, define product strategy, prioritize roadmaps, and lead products from concept through long-term evolution.

AI Product Innovation

Apply AI to remove friction, automate complex workflows, improve decision-making, and create measurable customer value.

Customer Experience

Transform complex operational processes into intuitive, self-service experiences that improve adoption and customer satisfaction.

Platform Strategy

Build scalable product foundations, platform capabilities, and integrations that enable years of future innovation.

Cross-Functional Leadership

Align engineering, UX, operations, marketing, and executive stakeholders around shared product outcomes.

Operational Excellence

Continuously improve products through measurement, iteration, automation, and disciplined execution.

SELECTED ENTERPRISE & FORTUNE 500 CLIENTS

American Express • Bayer • Walmart • FDIC • Charles Schwab • Wells Fargo • USPS • YMCA • Intel • AT&T • Johnson & Johnson • Random House • Time Warner • Denny's • HEB • United Way

PLATFORM ACHIEVEMENTS

Built and scaled a multi-sided SaaS platform that has evolved continuously for more than 20 years, serving thousands of users through customer-focused product innovation.

Defined product vision and roadmap across AI, workflow automation, onboarding, messaging, self-service, and platform capabilities while balancing customer needs, business priorities, and technical execution.

Applied AI to eliminate operational friction, introducing intelligent automation and self-service experiences that reduced manual effort by more than 90% while improving customer experience.

Led cross-functional product delivery, aligning engineering, UX, marketing, operations, and customer support around measurable product outcomes.

Built for long-term scale, creating platform capabilities and architectural foundations that enabled years of continuous product evolution rather than one-time feature delivery.

HOW I LEAD PRODUCT

Throughout my career, I've found that the most successful products are built on a few principles that guide every decision.

01



I START WITH THE PROBLEM

I don't start by asking what features we should build. I start by asking where customers struggle, why it matters, and what success should look like.

The right roadmap becomes much clearer once the right problem has been identified.

02



I REMOVE FRICTION

I'm drawn to problems involving operational complexity—onboarding, customer support, messaging, applications, billing, internal workflows, and more.

I look for the moments where people become frustrated, confused, or forced into manual work, then simplify, automate, and streamline those experiences.

AI is most valuable when it quietly eliminates complexity. The best solutions don't call attention to the technology — they make difficult tasks feel effortless.

03



I BUILD ALONGSIDE ENGINEERS

My engineering background helps me challenge assumptions, evaluate technical trade-offs, and speak the language of engineering.

I partner with engineering teams as a product leader without losing sight of the customer experience.

04



I BUILD FOR THE ENDURING VALUE

The products I'm most proud of weren't built once—they were refined over years through customer feedback, changing business needs, and continuous iteration.

Strong product decisions create foundations that support years of future innovation rather than short-term feature delivery.

PRODUCT OUTCOMES



20+

Years of Continuous
Product Evolution

Two decades evolving one customer-facing SaaS platform.



90%

Reduction in Manual
Workflows

Through intelligent automation and self-service.



300K+

Annual Workflow
Transactions

Processed across the platform with high reliability and scale.



50,000+

Annual
Event Interactions

Enabling thousands of successful customer journeys.

“

Transforming Complexity into Simplicity. After observing that emerging speakers were navigating fragmented workflows across profile development, opportunity discovery, applications, contracts, and marketing, I reimagined SpeakerMatch as an AI-powered platform that unified those experiences into a single customer journey. The result was less manual work, greater consistency, and a dramatically simpler experience for members.