

Bryan Caplovitz

FOUNDER | PRINCIPAL PRODUCT & AI PLATFORM LEADER

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PRODUCT LEADERSHIP PROFILE

Founder and product leader with 20+ years owning product strategy, customer experience, and platform evolution for a complex SaaS business. Built SpeakerMatch from concept to scale and owned its product domain end to end for more than two decades: customer discovery, strategy, roadmap, architecture, experience design, launch, analytics, and continuous modernization. Combines deeply technical judgment with executive-level communication and a builder mindset; applies AI and automation where they create durable customer and business leverage.

PRINCIPAL PM VALUE

BUILT FROM CONCEPT TO SCALE

Built and evolved a multi-tenant SaaS platform serving thousands of users across 20+ years.

MEASURABLE PRODUCT IMPACT

Reduced manual workflows 90%, increased engagement 40%, and supports 300K+ annual transactions.

AI + PLATFORM LEVERAGE

Created intelligent routing, self-service, support, billing, and communications capabilities designed to compound.

CORE QUALIFICATIONS

Product Strategy & Roadmaps • Customer Discovery & Problem Definition • 0→1 Product Development • AI Product Innovation • Platform Strategy & Architecture • Workflow Automation • Cross-Functional & Executive Alignment • Product Analytics & KPI Ownership • UX/CX Modernization • Build-vs-Buy Decisions • Mentoring & Team Leadership

PRODUCT LEADERSHIP APPROACH

START WITH THE PROBLEM

Clarify where customers struggle, why it matters, and what success should look like before shaping the roadmap.

REMOVE FRICTION

Use thoughtful design, automation, and AI to make complex work feel simple.

BUILD ALONGSIDE ENGINEERS

Challenge assumptions and evaluate tradeoffs while protecting the customer experience.

BUILD FOR ENDURING VALUE

Create foundations that support years of iteration, not one-time feature delivery.

PROFESSIONAL EXPERIENCE

SpeakerMatch — Austin, TX

2001–Present

Founder & Product Lead, AI Platform and Automation

Built a multimillion-dollar SaaS business and owned a complex product domain from first principles through sustained scale. SpeakerMatch is a multi-sided SaaS marketplace connecting speakers and event organizers. Led product strategy and hands-on delivery across customer, organizer, billing, support, communications, and internal operations experiences while aligning engineering, design, marketing, support, and partner services.

- Set the long-range product and platform strategy, translating customer insight and operational data into sequenced roadmaps, requirements, acceptance criteria, launch plans, and post-release iteration.
- Found and solved high-friction workflow problems with intelligent routing, automated decision paths, guided onboarding, and self-service tools, reducing manual operations by more than 90% and accelerating onboarding and support resolution.

- Built the customer and organizer centers from concept to launch, creating the platform's operational core for discovery, applications, matching, messaging, scheduling, profiles, payments, and transaction management.
- Scaled the platform to thousands of users, 300,000+ annual workflow transactions, and 50,000+ annual event interactions while maintaining high availability and continuously modernizing the underlying architecture.
- Partnered with UX/CX specialists and customer-facing teams to modernize core journeys using accessibility-driven design, increasing user engagement by 40% and improving completion and satisfaction.

SPEAKERMATCH — PRODUCT LEADERSHIP HIGHLIGHTS

- Defined and shipped AI-enabled capabilities across routing, voice/SMS, knowledge management, billing support, and customer communications, improving self-service resolution across the platform.
- Established reusable platform capabilities - multi-tenant architecture, workflow orchestration, routing engines, APIs, onboarding patterns, and subscription services - that unlocked years of follow-on product development.
- Integrated Recurly with PayPal, Stripe, and Authorize.net to automate payment retries, dunning, and transaction support; made informed build-vs-buy decisions across the broader API ecosystem.
- Used dashboards and performance monitoring to identify leverage points, evaluate releases, and prioritize experience and operational improvements with data.
- Evaluated AI and automation opportunities against accuracy, failure modes, customer impact, and operational risk, deploying them where they produced reliable gains while preserving human oversight for higher-risk decisions.
- Influenced without formal authority across engineering, design, marketing, support, partner services, and operations; balanced customer value, technical quality, speed, and business constraints through ambiguous decisions.
- Led and mentored technical contributors with clear product context, structured decision-making, and a high quality bar; communicated complex architecture and product tradeoffs to nontechnical stakeholders.

Simply Speaking, Inc. — Austin, TX

2001–Present

Chief Information Officer / Product & Technology Consultant

- Led discovery, product definition, and delivery of custom digital products for medical practices and small businesses, simplifying scheduling, communications, secure documents, and onboarding workflows.
- Built reliable API-driven services and automation around customer needs, pairing technical architecture with intuitive, low-friction experiences.
- Guided clients through digital transformation decisions, converting loosely defined operational pain points into practical roadmaps and shipped solutions.

Flash Creative Management / GoAmerica Communications Corp. — Hackensack, NJ

1993–2001

Director of Business Technology Consulting (promoted from Developer roles)

- Led product strategy and UX modernization for enterprise software, moving DOS-based experiences to Windows and Mac interfaces and driving usability and adoption.
- Directed a 12-person team on a \$2M enterprise software initiative, aligning executives, users, and technical teams around workflow outcomes, delivery priorities, and quality.
- Structured improvements around customer research and delivered training that accelerated adoption across executive and technical audiences.

SELECTED CUSTOMERS

American Express • Bayer • Walmart • FDIC • Charles Schwab • Wells Fargo • USPS • Intel • AT&T
• Johnson & Johnson • Random House • Time Warner • YMCA • United Way

EDUCATION & CERTIFICATIONS

EDUCATION University of Texas at Austin, B.A. • Columbia University, Ed.M.

CERTIFICATIONS Microsoft Certified Solution Developer • Microsoft Certified Professional + Internet

AI & PLATFORM TOOLS

OpenAI APIs • Embeddings • Vector Search • Agentic Workflow Design • REST APIs • Twilio • Recurly
• LiveAgent • Data Analytics