

# Doug Bryan

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**Summary:** I'm an AI/machine learning manager focused on rapid ROI with sustainable change. My past roles include SVP of data science products, product recommendation lead at Amazon.com, ecommerce R&D manager at Accenture Labs, and lecturer at Stanford University.

**Digital^Shift**, remote, Fractional Account Executive & AI Consultant July 2025 – Present  
Business development and thought leadership for a multinational consulting firm focused on rapid AI ROI.

**Touchpoint Strategies**, Managing Partner April 2024 – April 2025  
Self-funded startup. I developed marketing strategy and sales enablement products using Bombora B2B intent data, Google BigQuery and four AI chatbots (Claude, Gemini, ChatGPT and Perplexity).

**Dataiku**, remote, Field CDO April 2021 – February 2024  
Startup. I was an evangelist and strategic advisor to large customers covering AI/ML use case ideation, prioritization, operating models, and data mesh migration. Customers I worked with included Ralph Lauren, NBCUniversal, Ameritas Insurance, and many more.

**Nitrogen.ai**, Chicago, Co-founder and CTO April 2019 – April 2021  
The startup developed a two-sided marketplace for external data for data scientists. I managed the product and off-shore development.

**Merkle**, remote  
SVP, Data Science Products April 2018 – April 2019  
VP, Data Products October 2016 – April 2018  
Buyout. I led the AI/ML product development team for M1, a platform for multi-channel, person-level marketing with 8,000 attributes on every U.S. adult. Managed cloud and AutoML migrations. Increased conversion rates 46%, reducing costs 88%, and reduced AI/ML model time-to-market by 95%.

**RichRelevance**, remote  
Principal Solutions Architect and Sales Engineering Manager January 2013 – October 2016  
The startup provided real-time personalization to 600 million shoppers per month, 20 billion recommendations on Black Friday 2015, and managed 3 petabytes of shopper behavioral data from 20 countries. Customers I worked closely with included Marks & Spencer, Barneys New York, Carnival Cruise Line, and L.L.Bean.

**iCrossing**, remote, VP Analytics June 2011 – January 2013  
Buyout period for a Hearst-owned digital ad agency. I led teams in four cities and met with large clients.

**OptiMine Software**, remote, Co-founder, Developer and Sales Engineer July 2009 – May 2011  
Startup that generated tens of thousands of ML models a day and boosted paid search ROAS 40%.

**KXEN** (acquired by SAP), remote, Technical Director January 2005 – June 2009  
Startup that was the first AutoML software vendor. Often increased marketing response rates 100%. I consulted worldwide with Experian, Discover Financial Services, Washington Mutual, Rogers, and more.

**Amazon.com**, Seattle September 2003 – December 2004  
Product Manager and Technical Lead for Personalized Product Recommendations  
I led two scrum teams, drastically reduced tech debt, managed migration to the first Virginia data center, developed the first asymmetric product similarities, and generated over \$2 billion in incremental revenue per year.

**Accenture, Center for Strategic Technology Research**, Northbrook, IL June 1995 – August 2001  
**Stanford University**, Palo Alto, CA, Research staff and lecturer June 1984 – June 1995  
**Lockheed Missiles & Space Company**, Sunnyvale, CA, Programmer June 1982 – June 1984