Bruce Krysiak

CTO · VP Engineering · Head of Product & Engineering

Venice, CA · brucek@alum.mit.edu · brucekrysiak.com · linkedin.com/in/brucek · github.com/brucek

Four-time founder and CTO, one acquisition. I see what's possible before it's obvious, then build the strategy, the team, and the product that make it real. Applied machine learning since 1995: constraint solvers, collaborative filtering with an expert rule layer, trust graphs, predictive pricing, intent inference, and now agentic systems.

EXPERIENCE

Socialpl.us+ · Founder / Principal

Venice, CA · Jun 2008 — present

Independent product and engineering practice, founded 2008. Technical consulting through 2024. Since November 2024, agentic systems full-time.

- **Magpie** (Mar 2026 – present). Relationship intelligence for the agentic era: a voice-first app that turns spoken notes about people into a structured, searchable relationship graph. React Native/Expo with on-device Whisper transcription, FastAPI backend, BAML-driven LLM extraction, PostgreSQL + pgvector semantic search, durable async job pipeline. Monorepo across backend, mobile, and web. ~4,200 commits in six months. Private beta on TestFlight at magpie.is.
- **GovPal** (Dec 2025 – present). AI civic engagement: any news article becomes a delivered message to your actual representatives. Article extraction, jurisdiction resolution, agentic drafting, phone-verified identity. Live at govpal.app, delivering via Resistbot today. ~950 commits across three repos. Underneath it, **govpal-reach**: an independent address-to-representative discovery and multi-channel delivery layer, built to replace that dependency and working in test. Census Geocoder, Google Civic, and Open States for discovery; Postmark email and Playwright web-form delivery; Twilio OTP; encrypted PII. And **open-local-people**: an open dataset of LA county, city, and neighborhood-council officials in Open States format: the local layer national civic datasets omit.
- **PolicyReviewPro** (2025 – present). AI analysis of homeowners insurance policies: upload, guided intake, coverage-gap identification, recommendations. Next.js/TypeScript. Visual prototype at policyreviewpro.com.
- **ASURF.** Supply-chain security for Git-based AI agent skills: an update and revocation framework with a reference implementation.
- **Athenium.** A proposal for a digital civic commons.
- **Trackster** (in progress). Takes a DJ playlist and finds the highest-quality source for every track.

MobileCoin / Sentz Global · Director of Engineering

San Francisco (remote) · Dec 2021 — May 2023

Ran the application layer of a $1B-valuation privacy-payments company, the payments network inside Signal's messenger: roughly 22 engineers across four teams (web, mobile, core platform services, and an acquired Telegram bot group).

- Inherited a web team of Ruby developers with no web-product track record and a departing PM, and carried it through a company-wide move to Kotlin. Restarted the product, retrained the team, and shipped in under three months while developing and promoting an EM to run the day-to-day.
- Directly managed the middle-tier platform team bridging the core crypto engine to web, mobile, and API surfaces, the platform tooling team, and the mobile team until a dedicated EM was hired.
- Took over the team maintaining MobileCoin's payment integration inside Signal's mobile apps and kept it moving upstream into Signal's own codebase: technical integration plus sustained negotiation for roadmap slots and release windows in a codebase we didn't control.
- Took over an acquired bot team, a fully async, self-organized group, and kept their founder on as dev manager through the transition. When the company later cut the bot strategy, placed those engineers across other teams, several onto unfamiliar languages and toolsets.
- Built the management layer that replaced me: hired a mobile engineering manager, promoted EMs from within on the web and bot teams, then shifted to director-level scope while continuing to run platform directly.

Markett / Kickback · CTO / Head of Product

Venice, CA · Jun 2019 — Jun 2021

Joined to fill a technology leadership gap that had left an executive team without technical backgrounds managing a remote dev team. Took over the team and its process, cut the churn and rework, and set clear expectations between engineering and the business.

- Led the final buildout of Markett's word-of-mouth ambassador platform (brand and ambassador onboarding, performance reporting, incentives), extended it into a cross-platform mobile app, and load-tested it to thousands of brands and millions of ambassadors and members. Added post-activation purchase tracking so cash back triggered on what customers actually bought.
- 2019: brands paid Markett $3.9M, $1M of it paid out to 1,200 active ambassadors and their customers. Sam's Club, the largest client, gained 20K memberships from a Texas-only program about to go national when COVID hit; FanDuel, 1,500 customers.

Venice Beach Labs · Founder / CTO

Venice, CA · Jan 2013 — Feb 2019

Built OneDegree, a machine + human-learned influencer-recommendation product positioned against the ad-blocking wave. Multi-tier caching, high-throughput Instagram and blog crawling, Twilio SMS, modular ES6 client, JWT auth. Shipped under Channelverse, HAVN, and fAds.

TrueCar · VP, Advanced Product Development

Santa Monica, CA · Nov 2010 — Dec 2012

Joined via the Honk.com acquisition with a mandate to integrate. Migrated production to EC2, shipped TrueCar's first iPhone app, ran a security audit of the legacy Java platform, and architected a platform strategy transition.

Honk.com · Co-founder / CTO

Santa Monica / San Francisco · Nov 2008 — Nov 2010

Vehicle discovery built on social signal and ML recommendation. Alpha in one month, second alpha in two, private beta in three. 140+ production releases under TDD/Agile. Acquired by TrueCar.

EARLIER

Panjea CTO · Nov 2006 – Jul 2007	Repositioned a social network for artists and creatives, then fighting MySpace, Friendster, and Facebook, to video aggregation and a widget platform. Shipped in six months with a 16-person distributed team to 1M+ monthly impressions, load-tested to 75M. DEMOgod, DEMO 2007; MIT Technology Review TR35 nominee.
Mota.net Oct 2005 – Jul 2006	Predictive vehicle pricing within 5% of actual across 600K+ records.
Accruent Aug 2002 – Jan 2005	Contract abstraction: extracting the terms of corporate contracts and automating their execution, starting with real-estate leases. Led the platform architecture for the move beyond real estate and the VB→J2EE rearchitecture; 16 engineers onshore and offshore.
Aviri Founder / CTO · Apr 2000 – Dec 2001	Trust-graph expertise discovery, deployed to thousands of users. Recruited 14 founding employees, raised seed, filed a patent.
Anytune Founder / CEO · Nov 1997 – Jun 1999	Possibly the first hybrid collaborative-filtering and expert-system engine for music discovery: I've never found an earlier one. Seven-person team, seed raised.
Trilogy Development Group Aug 1995 – Nov 1997	Constraint-based solvers for enterprise configuration; technical sales and bespoke client prototypes. $3M+ in billings.

BOARD & ADVISORY

The Superfood Company Board Member · 2023 – present	Carlsbad, CA. Family-owned healthy beverage business. Product and channel COGS/profitability analysis; POS terminal selection and cost optimization.
Kinlia Advisory Board · 2023 – present	Los Angeles, CA. Startup strategy, positioning, and fundraising narrative: pitch and deck review, story refinement.

EDUCATION

Massachusetts Institute of Technology

Cambridge, MA · 1991 — 1995

Combined BS/MEng, Computer Science & Electrical Engineering, completed in four years. Concentration in artificial intelligence. Classes with Marvin Minsky. UROP in Bill Dally's parallel processing group. Undergraduate coursework at Sloan. Designed and built a drum machine up from the chip level. Minor in writing.

Media Lab thesis: "Networked StarLogo — A Social Exploration of Decentralized Control Systems."

TECHNICAL

AI / Agentic: LLM orchestration, BAML structured extraction, RAG and vector search (pgvector), on-device speech (Whisper), agent-native development workflows (Claude Code, MCP, Linear→CI dispatch) · **Languages:** Python, TypeScript, Swift, Kotlin, Ruby, Java · **Backend:** FastAPI, SQLModel, PostgreSQL, Redis, durable job queues, Playwright automation · **Frontend / Mobile:** React, React Native / Expo, Astro · **Infrastructure:** AWS, GCP, Railway, Docker, GitHub Actions, uv / pnpm monorepos · **Practice:** Engineering management, distributed teams, Agile/TDD, product strategy

RECOGNITION

DEMOgod, DEMO 2007 (Panjea) · MIT Technology Review TR35 nominee, 2007 · Patent filed, trust-graph expertise discovery (Aviri, 2001)

LOOKING FOR

CTO, VP Engineering, or Head of Product & Engineering at a seed–Series B AI company, or applied-research leadership inside a larger lab. Los Angeles; San Francisco with a part-time commute.