

REV. HOOMAN

AI-FIRST PRODUCT LEADER | HEALTHCARE WORKFLOW AUTOMATION & DIGITAL TRANSFORMATION

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PROFESSIONAL SUMMARY

AI-first product and digital transformation leader with 20+ years of experience spanning AI-enabled mental health technology, healthcare workflows, higher education, cybersecurity, enterprise software, machine learning, and SaaS platforms. Develops AI-powered systems, API integrations, and human-in-the-loop workflows; currently building a Model Context Protocol server for interoperable connections among AI applications, LLM platforms, and SaaS tools. Known for human-led ideation: reframing ambiguous problems, connecting ideas across disciplines, and turning unconventional concepts into roadmaps, MVPs, and measurable outcomes.

CORE EXPERTISE

AI Product Management • Human-Led Ideation • Model Context Protocol (MCP) • LLM Integration • AI Workflow Orchestration • API & SaaS Integrations • Human-in-the-Loop Systems • Opportunity Framing & Solution Design • Process Reengineering • Product Strategy & Roadmaps • Agile Delivery • Change Management & Adoption • Health Information Technology • HIPAA & Security Awareness • Digital Strategy, SEO & Generative Engine Optimization (GEO) • Cross-Functional Leadership

PRODUCT MANAGEMENT EXPERIENCE

Product & Innovation Lead

June 2024-Present

EntheoAI / EntheoIM

San Francisco Bay Area

- Leads product vision, AI architecture, workflow design, go-to-market strategy, partnerships, and responsible system development for a privacy-conscious, AI-enabled mental health education and professional workflow platform.
- Developing a Model Context Protocol (MCP) server that enables interoperable connections among AI applications, multiple LLM platforms, and SaaS tools, creating a standardized foundation for cross-platform workflow automation.
- Designs AI-assisted education, risk-screening, personalized intake, lead qualification, professional matching, client engagement, and continuity workflows with human oversight for sensitive decisions.
- Uses cross-domain ideation to reframe complex user and operational needs into differentiated product concepts, multi-sided journeys, structured workflows, and adoption-ready AI experiences.

President - Product, Operations & Go-to-Market

March 2014-Present

HL Manufacturing, Inc.

San Francisco Bay Area

- Advises functional-food and wellness startups from concept through launch, combining product formulation, brand positioning, channel strategy, manufacturing operations, and digital systems.
- Guides bean-to-bar chocolate, hydrocolloid gummy, and functional ingredient programs while addressing cGMP, labeling, testing, quality, and compliance requirements.
- Translates early product concepts into scalable operating plans spanning formulation, fulfillment, technology integration, and market entry.

Senior Product Manager

June 2016-November 2016

NativeX, a Mobvista Company

San Francisco Bay Area

- Designed and launched a device-level retargeting and re-engagement MVP that improved mobile-ad monetization performance, including eCPM and conversion rates.
- Unified demand-ingestion APIs and automated offer approvals through business-rule logic, improving mediation and expanding revenue opportunities.
- Led roadmap, backlog, sprint planning, and cross-functional delivery with Engineering, Sales, Marketing, Support, and product peers.

Senior Product Manager**June 2015-November 2015***Tapjoy**San Francisco Bay Area*

- Identified an API integration flaw that prevented more than \$500K in billing disputes and strengthened financial controls.
- Partnered with Google on third-party tracking capabilities and automated high-value offers representing \$4M+ in monetization potential.
- Replaced a legacy reporting pipeline with a scalable OAuth-based API and managed integrations with Tune, Kochava, Adjust, AppsFlyer, and Google Analytics.

Product Manager / Product Support Manager**June 2014-June 2015***eBay Advertising**Brisbane, California*

- Entered on contract to define global SLAs and technical support protocols for the Dynamic Ad Platform, then advanced into product management for its machine-learning evolution, mDAP.
- Led roadmap development, sprint planning, backlog grooming, retrospectives, and cross-functional delivery using Jira.
- Partnered with data scientists and engineers on product scoring, placement optimization, lookalike audiences, behavioral targeting, and persistent user identification.
- Activated user-behavior tracking on eBay.com mobile and coordinated DSP, tagging, segmentation, and data-pipeline integrations for campaign optimization.

Search Product Owner - Contract**November 2013-December 2013***Kaiser Permanente**Pleasanton, California*

- Brought in to diagnose and resolve a critical relevance problem affecting search across Kaiser Permanente's internal web ecosystem.
- Analyzed traffic patterns, term frequency, stemming, dictionaries, content sources, and user intent to isolate technical misconfiguration and content noise.
- Removed irrelevant RSS content and restored useful KP.org-first results, improving internal discoverability and confidence in the search experience.

Campaign Manager - Contract**October 2011-December 2013***UCSF IT Security, University of California, San Francisco**San Francisco, California*

- Hired by UCSF IT Security to help resolve a Management Corrective Action (MCA) issued after a failed audit, then designed and executed a campus-wide IT Security Awareness Campaign supporting HIPAA compliance for more than 16,000 faculty and staff.
- Partnered directly with the CISO and coordinated designers, agencies, offshore developers, media teams, and university leadership across a year-long education program.
- Created modular educational videos, prize incentives, and multichannel campaigns covering ePHI, theft and loss prevention, malware, DMCA compliance, and secure data disposal.
- Generated \$30K+ in first-month sponsorship revenue, maintained zero security incidents during the active campaign, and created a model adopted by other medical universities.

President / Digital Product & Agency Lead**November 1997-August 2011***Interweb New Media**Dallas-Fort Worth Area*

- Led an 11-person design and engineering team delivering web, e-commerce, multimedia, search, and digital-transformation programs for startups and Fortune 1000 clients.
- Architected Unicart, an early B2B SaaS e-commerce platform, and launched a scalable employee continuing-education portal for Affiliated Computer Systems.
- Managed product strategy, project scope, payment integrations, SEO, client delivery, and business consulting for enterprise clients including Ericsson, Nortel, and ACS.

EDUCATION**MBA, Business Administration****2001-2003***Southern Methodist University - Cox School of Business***B.S., Radio-Television-Film****1988-1991***The University of Texas at Austin***LANGUAGES**

English — Native/Bilingual | Persian — Professional Working Proficiency | Spanish — Elementary Proficiency