

# 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. Proven record of reengineering complex processes, defining roadmaps and MVPs, leading adoption, aligning technical and business stakeholders, and delivering measurable outcomes.

### CORE EXPERTISE

AI Product Management • Model Context Protocol (MCP) • LLM Integration • AI Workflow Orchestration • API & SaaS Integrations • Prompt Engineering • Human-in-the-Loop Systems • Process Reengineering • Internal Tooling • Product Strategy & Roadmaps • Agile Delivery • Change Management & Adoption • Health Information Technology • HIPAA & Security Awareness • 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.
- Translates complex user and operational needs into multi-sided journeys, product requirements, 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 that led to a \$2M+ strategic opportunity; 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***University of California, San Francisco (UCSF)**San Francisco, California*

- Led design and execution of 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.
- Produced monthly educational videos 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