Edward Profio, MBA, MSc, PMP

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AI/ML Product Leader & Technologist. Launched Epic-integrated GenAI assistants at UW Health that returned an estimated 42,000+ clinician hours in the first year of a 500-clinician pilot, then scaled organization-wide. Now building Aurifex, an AI platform for hospital discharge planning designed to run inside Epic. Agents I ship in clinical settings draft for a person to approve; I gate launches on bias, prompt-injection and hallucination evaluations.

CORE COMPETENCIES

Clinical AI Product Strategy | Epic EHR Integration | AI Governance & Evaluation | GenAI Agents | 0-to-1 Product Launches

PROFESSIONAL EXPERIENCE

AURIFEX HEALTHCARE | Case Study | Website | LinkedIn *2025 - Present*

CHIEF PRODUCT OFFICER & CO-FOUNDER, AI/ML

Healthcare AI platform designed to run inside Epic that predicts discharge dates and post-hospital placement and drafts inpatient rehab (IRF) referrals for case managers to approve, built and evaluated on 25,000 held-out historical admissions. Own product vision, model and agent design, evaluation, and pricing and go-to-market strategy, building with Claude Code and GitHub pull-request workflows behind automated evaluation gates.

- Built a gradient-boosted discharge-date model accurate within one day for 85%+ of held-out admissions, measured from day 2 of the stay, plus rehab-candidate flags at AUROC 0.91 (88% recall, 80% precision).
- Designed GPT-4o agents that draft cited IRF referrals for a case manager to approve and PM&R consults for the attending to sign: 85% of drafted consults rated acceptable in blinded review, a 1.5% hallucination rate (per drafted statement, not comparable to UW Health's per-draft rate), and referral prep cut from 45 to 10 minutes in workflow testing on simulated cases.
- Took it from concept to a working product in about 6 months behind a 1,200-case evaluation gate (40 of 40 prompt-injection tests passed, ≤3-point accuracy gap across patient groups), at $0.12 in model cost per patient.

UW HEALTH | Case Study *2023 - 2025*

SENIOR TECHNICAL PRODUCT MANAGER, AI/ML

Conceived, developed, and launched AI clinician workflow assistants, integrated with Epic, that improved quality of care at Wisconsin's largest health system, lowering costs while also minimizing provider burn-out. Led a cross-functional team of 30+ and an internal development team of 8+ in an agile format.

- Audited the state of AI across the UW Health system, evaluating 50+ use cases to find the biggest clinician pain points, presented findings to senior leadership and executive stakeholders, and won ownership of UW Health's AI/ML roadmap, spanning GenAI agents, UiPath RPA for billing and Best Buy Health remote patient monitoring.
- Co-led the AI steering committee and created a system-wide AI education program.
- Returned an estimated 42,000+ clinician hours in the first year of a 500-clinician pilot, the capacity of 20+ full-time clinicians, then scaled the use cases organization-wide, with >90% engagement, the highest of any piloted UW Health AI tool.
- Integrated Azure OpenAI GPT-4-based agents with Epic to draft replies to patient messages in the Epic In Basket, nurse shift summaries and routine documentation for clinician sign-off, plus agents predicting length of stay for operations, achieving 93% clinician-judged task success and a 2.5% clinician-reviewed hallucination rate (per reviewed draft) under HIPAA compliance and AI guardrails.
- Defined and shipped, as product owner, a real-time Databricks pipeline for usage telemetry and qualitative feedback, cutting iteration cycles from months to days and serving as the governance layer for the AI steering committee.

CODAWORX | Case Study *2021 - 2023*

LEAD TECHNICAL PRODUCT MANAGER & CO-FOUNDER OF CODAMARKET, AI/ML

Leading platform for commissioning public art. Recruited into the founding team of CODAmarket, a marketplace built for public-art artists to sell their work directly, and became a co-founder; launched it to CODAworx's network of 17,000+ artists and led a cross-functional team from concept to commercialization, including platform pricing and artist support.

- Created and implemented a hybrid collaborative-filtering and content-based recommender that personalized the artworks and artists each user saw, lifting click-through on recommended artworks by 40% and repeat purchases by 30%.
- Doubled 90-day user retention by designing and shipping self-service onboarding, in-app guidance, and personalized outreach flows via cohort analysis and NPS feedback.
- Established analytics instrumentation, funnel optimization, and a regular experimentation cadence of A/B tests, giving CODAworx a data-driven way to ship and test changes.
- Redesigned core inventory, RFP, and transaction workflows using A/B testing and real-time analytics, improving fulfillment time by 60%, and built creator inventory and pricing tools that halved listing time.

GALLIFY | Case Study *2016 - 2021*

CHIEF PRODUCT OFFICER & CO-FOUNDER, AI/ML

AI-powered iOS marketplace for digital art, with AR viewing. Joined early, became CPO and co-founder, and led product, managing a team of 10+. Designed, built and launched the platform 0 to 1, ahead of schedule; wound down in 2021 as we broadened from digital art to public art, which led to CODAmarket with CODAworx.

- Grew to 7,500+ users (2,500+ artists, 5,000+ buyers), 15% month-over-month, mostly organic, and secured investment from a Midwest venture capital firm.
- Built computer-vision auto-tagging for 2D and AR/VR artwork, cutting listing time by 60% and lifting search conversion by 25%.
- Led the design and launch of a visual-similarity and browsing-behavior recommender and analytics system that increased click-through rate by 30% and boosted average order value by 20%.

WORKDAY | Case Study *2024 - 2025*

SENIOR TECHNICAL PRODUCT MANAGER, AI/ML (INTERNSHIP)

12-month internship on Workday's accessibility AI strategy, for a product with 70M+ end users.

- Used customer and competitive research across 50+ AI vendors to surface 8 partnerships and recommend 3 to roll out first, prioritizing solutions that segmented users, reduced costs, lowered enterprise risk and improved UX; informed the direction of Workday's accessibility AI roadmap.

SELECTED PROJECT

VERITAS | Case Study | Website | LinkedIn *2025 - Present*

AI reading and study app that reads books aloud in the learner's own cloned voice, quizzes each chapter, and schedules spaced review; launching Q1 2027.

- Designed and built the platform solo over 20 months (OCR import, voice cloning, read-along timing, LLM study model on a durable Postgres queue), at under $0.30 in AI cost per book and 45 seconds to chapter-ready audio.
- Built a 2,500+ person waitlist with no paid marketing, plus 3 university study-skills centers signed on as pilot partners.
- Ran a closed beta with 60 students: 85% returned for daily review in week 2, and the cloned voice was rated 4.4/5 for naturalness, close to their own recordings.
- Reached 97% source-grounded answers and 99% answer-key accuracy on an offline eval set of 400+ real chapters across 12 subjects, clearing all launch gates.

EDUCATION

Carnegie Mellon University (School of Computer Science & Tepper School of Business), *Master of Business Administration (MBA), Artificial Intelligence, Technology Strategy & Product Management*

The University of Texas at Austin, *Master of Science (MSc), Artificial Intelligence*

The University of Wisconsin, Madison, *Bachelor of Science (BSc), Genetics & Genomics*

SKILLS & CERTIFICATIONS

Technical Skills: Claude Code, Prompt Engineering, RAG, Evals, LangSmith, Azure OpenAI, NLP, Python, SQL, Databricks, APIs, AWS, GitHub, Jira.

Certifications: Project Management Professional (PMP), AWS Certified AI Practitioner, Google Cloud Generative AI Leader, Certified Scrum Product Owner (CSPO).