

Katy Simmons

AI Transformation & Product Executive

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I redesign how companies work with AI. Sixteen years of product leadership taught me how to understand the work before changing it, and I now build the operating models, products, workflows, and AI systems that change how that work gets done.

\$20M ARR, PRODUCT-LED COMMERCIAL IMPACT	800 → 4,000 CUSTOMERS, PROVEN SCALE	2 → 436 CUSTOMERS, NEW-PRODUCT GROWTH	\$1M FIRST-YEAR REVENUE, 0→1 BUSINESS CREATION	~700K/day TRACKS AT 99.36% ACCURACY, AI AT PRODUCTION SCALE	89% OF CONTRACTS RECONCILED AUTOMATICALLY END TO END
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01 EXPERIENCE

MAY 2026 TO PRESENT

honeycomb.io

AI Transformation Lead

Personally built a contract-to-ARR reconciliation system where 89% of contracts reconciled automatically end to end, turning a week-long monthly Finance process into exception review. Built the company's first systematic AI Transformation program, moving AI adoption from scattered experimentation toward an operating model spanning discovery, prioritization, governance, execution, and measurement.

- Led 36 discovery sessions across GTM, Finance, Marketing, and Engineering, then decomposed GTM into 100+ workflows and 400+ subtasks so AI decisions happen at task level.
- Built a task-level AI readiness and autonomy framework (human only, human in the loop, human on the loop, autonomous) now used to decide where AI operates.
- Personally built the Finance reconciliation system (SQL, Python, JavaScript, Claude skills, MCP, deterministic ARR and iACV logic, evaluation sets, human-review UI, Slack notifications): 89% of contracts reconciled automatically end to end.
- Launched 4 active AI pilots from 23 identified experiments, each with defined evaluation, ownership, and cost control.

JAN 2025 TO MAY 2026

The Weather Channel

Senior Product Manager, AI Transformation (Contract)

Re-architected support across The Weather Channel, Weather Underground, and Storm Radar around an AI-first customer experience. Designed the company's first AI-first support entry point, making the AI Agent the primary interface rather than layering a bot onto the existing Help Center.

- Unified support across 3 global consumer brands (The Weather Channel, Weather Underground, Storm Radar) into one product model serving 100M+ monthly users, cutting duplicated workflows roughly 60%.
- Raised automated and self-service resolution to roughly 75%, deflecting an estimated 1M+ support contacts annually while preserving human escalation for high-risk issues.
- Designed an agent copilot and the AI operating procedures covering source of truth, escalation, and ownership.
- Built support analytics on containment, CSAT, deflection, and content gaps, routing recurring issues to the product teams that owned them.

JAN 2024 TO JAN 2026

SoundCloud

Director of Product, AI Transformation (Contract)

Built AI systems operating at SoundCloud scale, including content detection processing ~700K tracks/day at 99.36% accuracy and 99.75% precision. Led AI automation across customer support, copyright, contracts, artist/distribution operations, Trust & Safety, and knowledge workflows.

- Built the company AI operating model across Product, Engineering, Legal, Trust and Safety, Marketing, and Support, including enterprise access, routing, and cost control.
- Led AI-generated content detection at 99.36% accuracy and 99.75% precision across roughly 700K tracks per day.
- Reworked support around customer problem resolution at roughly 80K tickets per month, cutting weekly volume 10%; evaluated AI on repeat tickets, escalation, CSAT, content gaps, and bot loops rather than containment, improving decision accuracy roughly 20% with roughly 2% retention impact.
- Delivered age assurance for UK and Australia regulation, evaluating 3 vendors against a \$370K to \$860K first-year cost range.

JAN 2019 TO JAN 2024

Apptegy

Senior Product Manager

Created Rooms during COVID and took it from 2 design partners to 436 customers in two years, with significant 0 to 1 work on Community Experience, Attendance Pro, and Staff Connect. Scaled the flagship SaaS platform from ~800 to ~4,000 customers, contributing to roughly \$20M ARR, leading 6 teams with 6 direct reports.

- Conceived and shipped Rooms during COVID, taking it from 2 design partners to 436 customers in 2 years and roughly \$5M in sales; it later evolved into Messaging Essentials and Group Connect.
- Delivered significant 0 to 1 work on Community Experience, Attendance Pro, and Staff Connect.
- Scaled the flagship SaaS platform 5X, from roughly 800 to 4,000 customers, contributing to roughly \$20M ARR.
- Led 6 global product teams with 6 direct reports, coordinating teams of 4 to 8 across multiple product areas.

APR 2015 TO JAN 2019

Arkansas Women's Outreach

Co-Founder

Nonprofit; women's health in the homeless community

- Co-founded a nonprofit delivering period supplies and women's health access in the homeless community.
- Built the direct distribution model, volunteer operations, and funding partnerships from zero.

NOV 2008 TO DEC 2018

BBA Corp

Senior Product Manager

Built and launched an e-commerce business that generated roughly \$1M in its first year. Led national mobile and e-commerce product launches for higher education, expanding the business into the collegiate bookstore market.

- Launched e-commerce generating \$1M in first-year revenue, then scaled it into a multi-campus enterprise product.
- Established the company's mobile product presence, helping expand the business into the collegiate bookstore market and earn nationwide recognition.
- Built Product teams and led development of the digital platform as the business expanded.

02 SKILLS & FOCUS AREAS

AI transformation and strategy: AI transformation, AI strategy, AI readiness assessment, Task-level decomposition	AI governance and evaluation: AI governance, Autonomy design, Human in the loop, Model evaluation, AI risk management	AI systems and agents: Large language models, LLM deployment, AI agents, Claude, Model Context Protocol, RAG, Prompt design
Support automation and knowledge: Support automation, Ticket deflection, Containment rate, CSAT, Self-service	Trust, safety, and compliance: Trust and safety, Age assurance, Content moderation, AI-generated content detection, Regulatory compliance	People and product leadership: People management, Team leadership, Hiring and coaching, Performance management, Product management, Product operations, Customer discovery, Workflow automation

Tools and platforms: SQL, Snowflake, Salesforce, Looker, Notion, Slack

03 EDUCATION

2011 TO 2015

Bachelor of Computer Science, Computer Systems Engineering

University of Arkansas at Little Rock

Little Rock, AR

04 CERTIFICATIONS

Agentic AI Foundations: Business Applications and Risks

Harvard Online, July 2026, Credential ID 260H-EYYC-KWSR