

Katy Simmons

AI & Product Executive

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katysimmons.work

Little Rock, AR — working nationally

I turn organizational ambiguity into operating systems — and treat AI, support, and internal operations as products with owners, metrics, and room to evolve.

16+ yrs

Product & operations
leadership

400%

Market share growth at
Apptegy

\$20M

ARR contributed to

4,000

Customers at scale

Global

Platforms, trust & safety,
regulation

EXPERIENCE

2026 — Present

honeycomb.io

AI Operations Lead

- Own the internal, company-wide AI strategy and roadmap.
- Guide reference architecture for model access, orchestration, evaluation, telemetry, and cost controls.
- Automate high-leverage business workflows with engineering and departmental SMEs.
- Raise company-wide AI fluency through golden paths, office hours, and enablement.

2024 — 2026

SoundCloud

Director, AI Operations

- Built and operated an AI-first operating model across six functions.
- Established a data-driven AI roadmap surfacing the highest-impact opportunities.
- Centralized enterprise AI access, routing, and governance with cost and risk controls.
- Founded the AI Collective, accelerating responsible experimentation without approval friction.
- Deployed AI agents in customer operations; owned containment, CSAT, and deflection reporting.

2023 — 2024

**The Weather
Company**

Senior Product Manager, AI

- Launched AI-first support entry with the AI agent as the primary consumer interface.
- Rebuilt support as a unified enablement hub: troubleshooting, education, product value.
- Defined automation confidence thresholds, AI operating procedures, and trust standards.
- Established containment, CSAT/BSAT, deflection, and content-gap analytics.

2023

The Venture Center

Program Manager,
Entrepreneurship

- Designed and facilitated entrepreneurial workshops for early-stage founders.
- Served as product consultant to startups across the FinTech accelerator portfolio.

2018 — 2023

Apptegy

Senior Product Manager

- Drove 400% market share growth: 800 to 4,000 customers.
- Contributed to sustained growth reaching \$20M ARR.
- Launched a second major product, scaling from 2 to 436 customers in two years.
- Established product strategy and operating models that became the foundation for long-term growth.

2015 — 2019

Arkansas Women's Outreach

Co-Founder

- Built the organization and its direct-distribution model from nothing.
- Focused on women's health access in the homeless community.

2008 — 2018

BBA Corp

Director of Product

- Initiated the company's expansion into collegiate mobile, earning nationwide recognition.
- \$1M first-year e-commerce revenue; scaled into a national enterprise offering.
- Built and developed high-performing product teams over a decade.

FOCUS AREAS

- AI strategy & operating models
- Product-led support & self-service
- Platform & workflow automation
- Team building & people development
- AI governance, evaluation & cost controls
- Trust & safety, age assurance, regulation
- Product operations & org design
- Go-to-market & scaling

Case studies, operating principles, and artifacts: katysimmons.work/work