

# Bill Cromie

Identity & Trust Infrastructure · Civic Technology

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22M+ active identities credentialed globally

OEM security-cleared; in-vehicle deployments

28+ NYC co-designed civic ventures launched/funded

## EXECUTIVE SUMMARY

Technology executive and civic operator with 20 years building high-trust digital platforms and the teams and operating cadences behind them.

I'm currently CTO of BeRecognized, responsible for both technology and go-to-market: engineering, security, reliability, and product delivery, alongside customer development, enterprise sales, partnerships, and strategic business development. The platform has credentialed 22M+ active identities globally on user-held architecture designed to verify without centralized PII databases, issuer callbacks, or deep cross-system integrations—reducing breach risk and improving privacy and resilience by design. We've passed stringent OEM security screening and are deployed in connected vehicles in the U.S. and Europe.

Previously, I co-founded and led Blue Ridge Labs @ Robin Hood, where we embedded community governance directly into discovery and delivery through the Design Insight Group (DIG). DIG wasn't feedback theater: it was a standing, compensated mechanism where low-income New Yorkers shaped priorities, requirements, success criteria, and harm flags while leadership retained accountability for budgets, legality, timelines, delivery quality, and outcomes. We launched or funded 28+ civic-tech ventures serving millions of New Yorkers, including Propel (5M+ served) and Upsolve (~\$1B in consumer debt relieved).

I also led HelpKitchen (2.2M+ hot meals served to 45K households via a fully automated, dignity-preserving pickup workflow) and built/exited high-scale consumer platforms (Selectable Media, CoPromote). My bias is operational: boring is smooth; smooth is fast—tight security discipline, clear incident response, and systems that modernize without breaking.

- High availability and incident discipline across production systems (on-call, postmortems, reliability improvements)
- Built and led a 12-engineer organization (BeRecognized)
- CoPromote: 800K users, 320M+ follower reach, \$3.6M raised
- Selectable Media: top-10 US video ad network, 400M+ monthly video views, 45M+ US uniques, \$4.6M raised, exit to Meredith

## EXPERIENCE

**CTO****BeRecognized.id**

2024–Present

**Brooklyn, NY**

User-held identity infrastructure for privacy-preserving verification at scale.

- Lead technology and go-to-market for BeRecognized: engineering, security, reliability, product delivery, plus customer development, enterprise sales, partnerships, and strategic bizdev
- Credentialed 22M+ active identities globally using user-held credentials designed to verify without centralized PII databases, issuer callbacks, or deep cross-system integrations
- 22M+ active identities means the architecture and security posture have been tested under real-world scale, adversarial pressure, and operational constraints
- Built verifier flows that validate credentials without issuer callbacks, enabling cross-organization interoperability with minimal integration surface
- Owned security posture for enterprise/OEM deployments: security architecture reviews, threat modeling, secure SDLC practices, pen-test coordination and remediation, logging/auditability, incident response readiness
- Implemented hardware-backed authentication with device-bound keys and biometric user presence, materially raising the bar against credential theft and remote impersonation
- Passed stringent Toyota security screening; deployed in connected vehicles in the U.S. and Europe
- In design with major health insurer on privacy-preserving e-prescribing credentials as an alternative to centralized routing

**CEO****Replenish**

2023–2024

**Brooklyn, NY**

Technology platform exploring untapped food resources for communities experiencing food insecurity.

- Led product discovery and partnership development to test surplus food redistribution model
- Determined core hypothesis was not viable; made decision to wind down and reallocate efforts
- Managed responsible shutdown while transitioning to CTO role at BeRecognized

**CEO****HelpKitchen**

2021–2023

**Brooklyn, NY**

Fully automated meal delivery system for food-insecure households.

- Built and led technology platform that served 2.2M+ nutritious hot meals to 45K households over two years
- Designed fully automated ordering system: users texted their order; system routed to partner restaurant with pre-purchased meals
- Negotiated bulk meal purchasing at price points competitive with soup kitchens, including Michelin-starred restaurants
- Demonstrated dignity-preserving food access at scale was operationally and economically viable

## Managing Director / Co-Founder

### Blue Ridge Labs @ Robin Hood

2014–2021

#### Brooklyn, NY

Civic-tech incubator inside Robin Hood Foundation, building technology for measurable outcomes in low-income communities.

- Co-founded and led with multi-million-dollar budget; built the operating model for venture selection, funding, and delivery across parallel initiatives
- Launched or funded 28+ products and services reaching millions of under-resourced New Yorkers; governed delivery quality and outcome measurement across a portfolio
- Recruited and led cross-functional teams (product, engineering, design); navigated high-stakes stakeholder environments with funders, community organizations, and city/state agency partners

#### Community-Governed Product Selection & Delivery (Design Insight Group, DIG)

- Built and operated DIG: a standing, compensated cohort of low-income New Yorkers embedded across discovery, iteration, and evaluation (co-design + testing)
- Structured participation as decision input with consequences: community members shaped problems to pursue, requirements, and success criteria, and surfaced harm/risk flags early
- Established a Community Advisory Board drawn from DIG members with formal roles in venture selection and investment review (including participation in investment deliberations)
- Defined explicit decision rights: community influence over priorities and success criteria; leadership retained accountability for budgets, legality, timelines, vendor choices, and outcomes

#### Selected portfolio

- |           |            |            |
|-----------|------------|------------|
| - Propel  | - Opus     | - Alice    |
| - Upsolve | - GoodCall | - LeapFund |

## President & Founder

### CoPromote

2009–2013

#### Brooklyn, NY

- Founded platform enabling cross-platform promotion between creators and brands
- Built and led engineering/design team from ideation through launch
- Raised \$3.6M; scaled to 800K users with 320M+ combined follower reach

## CTO & Co-Founder

### Selectable Media

2005–2009

#### Manhattan, NY

- Co-founded and scaled to top-10 US video ad network; 400M+ monthly video views, 45M+ US uniques
- Built and led 20+ engineer organization through multiple pivots; owned delivery from prototype to scale
- Raised \$4.6M; executed exit to Meredith
- Established technical execution practices and operating cadence for reliable delivery under high-volume constraints

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**PUBLIC INTEREST & CIVIC LEADERSHIP**

- Board Member — Center for Urban Pedagogy (CUP) | 2025–Present
  - Board Member — VFILES Foundation | 2021–Present
  - Adjunct Faculty — SVA Products of Design | 2018–Present
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**EXECUTIVE COMPETENCIES****Cybersecurity & Risk Management**

Security architecture reviews, threat modeling, secure SDLC, vulnerability remediation, incident response readiness, hardware-backed authentication, audit logging/traceability, enterprise security questionnaires and OEM security screening

**Privacy & Data Governance**

Data minimization, retention policies, audit trails, consent frameworks, no-centralized-PII architecture

**Digital Service Delivery**

Reliability engineering, SLO mindset, accessibility (WCAG), multilingual delivery, modernization without outages

**Identity Infrastructure**

User-held credentials, selective disclosure, delegated authorization, verification without issuer callbacks, cross-boundary interoperability

**AI & Autonomous Systems Governance**

Human-in-the-loop controls, permissioned autonomy, policy-aligned deployment, credential-based agent identity

**Organizational & Operational Leadership**

Team building to 20+ engineers, multi-million-dollar budgets, vendor/partner management, requirements discipline, escalation, portability/exit-friendly architecture

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**EDUCATION****Bachelor of Science**[New York University](#)

Dual Major: Economics & Philosophy; Minor in Computer Science  
2000–2005

**Study Abroad — KU Leuven, Belgium**[Philosophy & International Economics/Politics](#)

2003–2004; self-designed year-long program