

Brandon Nied

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SUMMARY

TrainerRoad's first PM. Built Plan Builder and Adaptive Training, the ML foundation used by hundreds of thousands of athletes. Cut athlete workout failure rates 48%. Now COO and acting CFO at the same profitable \$16M+ ARR cycling-tech company. Ten years, three roles.

EXPERIENCE

Chief Operating Officer, TrainerRoad Aug 2020 – Present

- Built TrainerRoad AI with the ML team. Predictive model scores every workout for every athlete; simulation surfaces the right one. Close to 100k athletes use it.
- Shipped the TrainerRoad x Zwift integration in two months, letting athletes do structured TrainerRoad workouts inside Zwift.
- Built Accounting Hub: a custom forecasting and financial intelligence tool that pulls directly from QuickBooks. Replaced a multi-thousand-dollar third-party tool the team couldn't fully drive.
- Built Pulse: an internal AI layer that turns Slack, Zoom transcripts, GitHub, Zendesk, and the forum into one conversational tool. Surfaces project status, links bugs to code, flags work falling off track.

Product Manager, TrainerRoad Apr 2017 – Aug 2020

- TrainerRoad's first PM. Built and led three product teams (Growth, Planning, ML/AI).
- Built Plan Builder, the personalized training plan engine used by hundreds of thousands of athletes. Adaptive Training and every ML feature since were built on top of it.
- Shipped Adaptive Training: athletes get a workout, get graded, and the schedule adapts. ML behind the scenes, simple on the surface. Cut workout failure rates 48%.
- Led the translation of TrainerRoad into 13 languages, roughly doubling international reach.

Customer Support Lead, TrainerRoad Jan 2017 – Apr 2017

- Answered athlete support tickets every day; built QA, prioritization, and triage processes. Promoted into product within three months.

SIDE PROJECTS

Tripl — triplapp.com · 2026 – Present

AI-powered HSA expense tracker. Native iOS app on the App Store. Claude-powered receipt parsing, smart lump-sum reimbursement, QR phone-upload. Built solo using Claude Code with Next.js, SwiftUI, and Supabase.

NorthStar — 2026 – Present

Investment and retirement calculator. Monte Carlo simulation, CFP-grade tax modeling (federal + state, ACA, IRMAA), Social Security joint optimizer, stress tests for life events. Built to replace ProjectionLab.

EARLIER

Professional Triathlete — US Olympic Training Center, Colorado Springs

Trained at the US Olympic Training Center. Raced Half-Ironmans (Vineman, Coeur d'Alene, Oceanside). Never made it big time. Just the guy who'd brute-force the training.

Bike Mechanic — Velo Reno, NV

Trued wheels, fitted bikes, helped people with blistered feet find the right shoe at the running store next door.

EDUCATION

B.A., Economics — University of Nevada, Reno

May 2015