

Brent LaRue

Product & Design Leader | 2x YC Founder | Olympian

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SUMMARY

Product and design leader, 2x Y Combinator founder, and Olympic athlete with 10+ years building products, teams, and systems across regulated healthcare, early-stage startups, and enterprise platforms. Co-founded Circle Medical (YC S15), building the product foundation for what became a 400,000-patient, 30-state telehealth network reaching \$114M in revenue run rate on only \$12M in primary capital. Recruited back as VP Product seven years later to lead through a major regulatory and compliance crisis. Built Hilti's first company-wide software design system and UX research program across a 30,000-person, \$6B+ enterprise.

EXPERIENCE

Pioneer Fund

Venture Partner

Dec 2023 – Present · Remote (Switzerland)

- Invest in early-stage YC startups through Pioneer Fund, providing active deal flow visibility into emerging technology, business models, and market shifts. Participate in batch reviews and investment calls.

Circle Medical (YC S15)

via Rippling Switzerland GmbH

Co-founder, VP Product & Patient Experience

Aug 2024 – Dec 2025 · Remote (Switzerland)

- Recruited back seven years after co-founding it, during significant regulatory and compliance challenges. Led product and patient experience across a ~\$75–100M revenue operation (425 providers, 30+ states).
- Led a company-wide compliance-driven product overhaul to mitigate regulatory risk and prevent potential shutdown, delivering critical system changes within required deadlines.
- Defined and led an 8-week initiative to automate operational workflows equivalent to a 45-person support team using AI, significantly reducing operating costs during an acute downturn.
- Restructured and re-energized underperforming product and design teams, restoring execution quality and morale during major organizational stress.

Hilti Group

Principal Product Designer

Apr 2024 – Jul 2024 · Liechtenstein

- Created Figma mobile design system for Fieldwire, a Hilti acquisition. Final project before departing for Circle Medical.

Lead Product Designer

Jan 2019 – May 2022, Jan 2023 - Mar 2024 · Switzerland

- Two tenures; left in 2022 to co-found iollo, returned 2023.
- Led design across two teams: an 8-person team building Hilti's first software design system, and a 9-person team on Hilti's largest product (ON!Track) across web and mobile. ~30,000 employees, \$6B+ CHF revenue, 120+ countries.
- Established the first systematic user research and testing program, performing 100+ user interviews and tests in under a year and training cross-functional teams on research methods.

Senior Product Designer

Feb 2018 – Dec 2018 · Switzerland

- Created and implemented Hilti's first company-wide design system, adopted across the entire product suite.
- Led design for Hilti's semi-autonomous drilling robot (Jaibot) tablet app, IoT tool management platform, and internal sales software used by 15,000+ salespeople.
- Managed and grew design teams up to 9 designers on Hilti's largest enterprise software initiatives.

iollo (YC S22)

Co-founder, Chief Product Officer

May 2022 – Dec 2022 · Remote (Switzerland)

- Co-founded a biotech/consumer health metabolomics startup through Y Combinator (S22). Measured 500+ blood biomarkers with AI-matched interventions.
- Took the product from concept to ~\$200K ARR in ~12 weeks, including an unconventional paid acquisition strategy with dedicated landing pages.
- Ran a 30-person pilot program with user testing that directly informed scientific development and feature roadmap.

Circle Medical (YC S15)

Co-founder, Director of Product & Design

May 2015 – Nov 2017 · San Francisco

- Designed and shipped the initial patient-facing product across web and mobile (iOS, Android), achieving NPS above 80 — more than 50 points above the healthcare services average.
- Led design of real-time insurance verification and a streamlined payment experience, addressing the two largest barriers to primary care access. First medical practice in the US to accept Apple Pay.
- Built brand identity, design system foundations, and product development processes from scratch.

Mobiquity, Inc.

Senior Project Manager

Aug 2013 – May 2015 · San Francisco

- Managed cross-functional teams for enterprise digital projects serving Novartis, Taco Bell, Vancouver Airport, and Hasbro. Managed \$2.6M in project revenue at 43.5% average margin. Won Project Excellence Award four times.

Mediatelly

Co-founder & Product Designer

Dec 2011 – Aug 2013 · Ljubljana, Slovenia

- Co-founded a European drug database and clinical tools startup now used by 230,000+ doctors across 12 countries.

EDUCATION

University of Ljubljana, Faculty of Economics — Master's, International Business Administration · 2010 – 2013

Wake Forest University — B.S., Health & Exercise Science and Studio Art · Full athletic scholarship (Division I). ACC Scholar Athlete of the Year · 2005 – 2010

ATHLETICS

2012 London Olympic Games — 400m Hurdles Semi-finalist (13th overall), representing Slovenia. Professional track & field athlete. 2× All-American, 3× Slovenian National Champion, ACC Indoor Heptathlon Record Holder.

LANGUAGES

English (native) · German (A2) · Slovenian (A1)