MEANS+MEASURES

Principal · Key Personnel
Capability & experience of record

Brian J. London

Founder & Principal, Means+Measures — Kansas City, Missouri

> A systems operator whose career has run through emergency medicine, public health, military service, professional governance, and public-interest technology — and kept returning to the same problem underneath all of them: how complex institutions coordinate information, decisions, and people without coming apart. The rare principal who has worked both the consequence end of that problem as a flight medic and the structural end as an infrastructure builder, researcher, and governance contributor. Means+Measures is where those threads converge.

Education & Credentials

- **MPH** — Master of Public Health *(in progress)*
- **MS** — Biomedical & Physical Sciences · Univ. of Kansas, 2025
  Thesis: The Gospel of Metrics: Policy Capacity in Governmental Public Health Agencies
- **BA** — French Language & Culture · Univ. of Kansas, 2015
- **BA** — Applied Behavioral Science: Community Health & Development · Univ. of Kansas, 2015
- **Preclinical Medicine** — completed MD-curriculum preclinical education (not a conferred MD)
- **Instructorships** — AHA-certified ACLS · PALS · NRP · BLS
- **Security clearance** — Secret, favorably adjudicated

Experience & Domains

Public Health & Research

Population-health researcher in policy capacity, measurement, and systems-level intervention. Master's thesis — *The Gospel of Metrics* — examined policy capacity and the politics of measurement inside governmental public-health agencies.

Clinical & Emergency Services

Former Flight Medic, 10+ years EMS including critical-care and specialty transport — operating across rural, urban, correctional, military, and federal environments, from austere field medicine to quaternary-level care. State-level recognition through the Kansas EMS Association community.

Military Service

Officer, U.S. Navy Reserve; Health Professions Scholarship Program participant; military medical, operational, and interagency experience. Honorably discharged.

Professional Leadership & Governance

Regional leadership and policy-development roles in the American Medical Association; bylaws and governance-review contributor; published author of parliamentary-procedure educational resources.

Technology & Infrastructure

Cloud-native infrastructure, automation, and identity-management systems; distributed systems, PKI, and security architecture. Sole author of **hkdf-derive** (published, MIT) — concrete evidence of the security-architecture work.

AI & Systems Research

Sole author of **OpenCognition**, a governed agent-memory substrate. Separately, an early community participant in the OpenCog ecosystem — a distinct project (participation, not authorship). Knowledge representation, cognitive architectures, and multi-agent provenance.

The same instinct runs through all of it — clinical, military, civic, technical: keep responsibility, provenance, and agency attached to the people inside a system, then build the structure that makes that durable.

Down through systems.
Up through people.

Technical Proficiencies

Static-first web (Astro) · data-pipeline & schema/export design · multilingual content systems · accessibility · cloud-native infrastructure & automation · PKI / identity & trust · security architecture · AI-governance & agent-memory design

Specialized Areas

Epidemiology · Health policy · Emergency medicine · Systems theory · Organizational governance · Distributed systems · AI & cognitive architectures · Public-sector technology · Information provenance · Community resilience

Public Record

USCIS biometrics comments ×3 · NWK-408 comment · *Abstraction Harm* · *Situated Inference* · Record Sufficiency Matrix

Contact

EMAIL procurement@meansandmeasures.com
PHONE 816-306-3481
WEB meansandmeasures.com