HANDS-ON PRODUCT AND BUSINESS LEADERSHIP

Build what's missing. Fix what's not working.

I work with founders, leadership teams and investors to build products, improve operations and use AI when it saves time, reduces cost or improves the product. I challenge weak assumptions and stay involved until the work is done.

2	17 yrs	60+	40M+	500K
businesses sold	building FIPLAB	products launched	downloads	daily users

WHERE I FIT

Useful when judgement and delivery need the same owner.

Operating partner	Work inside an established or portfolio company to improve product direction, customer experience and delivery.
Venture builder	Turn an opportunity into a useful product, working directly with design and development through launch.
Head of Product	Set product direction, test priorities against customer and commercial evidence, and help the team ship.
Investment diligence	Test the product, market, customer evidence, technology, GTM claims and whether the economics stand up.
AI audit & build	Find where AI can save time, reduce cost or improve the product, then test the idea, build the right tool and measure the result.
Special projects lead	Take ownership of important work that cuts across teams, lacks a clear owner or has stalled, and see it through to delivery.

WHAT I WORK ON

Product, GTM and growth Decide what to build, how to sell it and where to invest.	**Customer experience** Make buying, using and getting help feel easier.
Operations Remove the work that wastes time and slows the team down.	**Practical AI** Use AI to prove an idea or improve a measurable result.

I work directly with designers and developers, and can use AI to build and test working MVPs when that is the fastest way to prove an idea.

WHY ME

Built as an owner-operator

Founded and sold two businesses, built FIPLAB over 17 years and generated millions in profit without outside investment.

Able to cross the whole business

Product, design, development, operations, finance and marketing, with enough range to follow a problem instead of handing it off.

FROM INVESTMENT CASE TO BETTER BUSINESS

Test the claims. Get into the work. Improve the outcome.

Before the deal

I test claims against evidence: product value, customer demand, market size, pricing, GTM, technology and costs. The output is a view on what works, what does not and what could change the investment case.

Inside the company

I get access to the product, people, customers, numbers and day-to-day work. Then I work with the team to make decisions, build the changes and check what improved.

HOW I WORK

1 Access	2 Evidence	3 Decision	4 Delivery	5 Result
Product, customers, people and numbers	What is happening and what it costs	What needs to change and why	Work alongside the people doing it	Check the effect on cost, time or performance

SELECTED OUTCOMES

Promotion platform

Built a remotely controlled in-product acquisition channel that increased sales by 100%.

FIPLAB Store

Created a direct trial, licensing and checkout route that increased total sales by 20%.

AI support system

Replaced Zendesk and Ghost with an owned support system containing 248 searchable articles and product-aware AI drafting.

Finance automation

Automated cash-flow forecasting at State Street, saving roughly two hours per person each day.

WHAT OTHERS NOTICE

“The best boss I’ve ever had.”

Emily Laguna · senior software engineer II

“A great partner to work with.”

Tristan Dyczkowski · senior 3D visualiser and director

“One of the best clients I have ever worked with.”

Tomáš Pojeta · creative collaborator

What I need

Access to the product, evidence and people doing the work, and a leadership team willing to hear the answer and act on it.

Contact

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