

# MADS SCHMIDT PETERSEN

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## AI AGENT PRODUCT BUILDER

### *Product Viking and Y Combinator Alumni*

Product engineer and founder with 10 years of startup experience, now building agentic AI systems in production. I design, ship, and iterate on LLM-powered agents — handling tool use, context management, evaluation, and orchestration — in high-stakes compliance and fintech environments. I've built multi-agent pipelines with ReAct loops, human-in-the-loop learning modules, and structured eval frameworks, shipping working systems in days, not quarters. Before agents, I led product and operations across fintech, e-commerce, and construction tech — securing \$2.5M in funding, scaling SaaS products, and building data-driven dashboards and processes. I code in Python, JavaScript, and React; I ship with Claude Code, Agentuity, and MCP; and I think like a product leader. Thriving in ambiguity, I overdeliver when hope seems lost.

## CORE COMPETENCIES

Product Leader | Product Builder | AI Agent Architecture | LLM Orchestration | Multi-Agent Systems | Tool Use & MCP Integration | Prompt Engineering | ReAct Loops | Context Management | Agent Evaluation & Evals | Continuous Learning Modules | Vector Databases | Claude Code | Agentuity | OpenAI & Anthropic Models | KPI Tracking | Data-Driven Decision Making | Internal & Investor Communication | Execution-Focused Ownership | Adaptability | Collaboration & Alignment | Customer Feedback | Data Analysis | Product Strategy & Roadmaps | SaaS Dynamics | Team Leadership | Project Management | Product-Led Growth | Monetization Strategy | A/B Tests/Experiments

## PROFESSIONAL EXPERIENCE

### VP PRODUCT

Sep 2025 - Present

#### Kira – Remote

- Architected and deployed a multi-agent AI infrastructure on Agentuity for compliance automation, reducing KYB document review time from hours to minutes and catching compliance gaps that human reviewers missed.
- Built 4 production agents: KYB document reviewer, deep compliance analyst, customer support agent, and an RFI response agent that assembles banking partner document packages in 60-180 seconds.
- Designed and implemented a ReAct reasoning loop for granular agent observability, a vector-backed learning module that ingests human feedback from Slack into subsequent agent runs, and a structured eval/review pipeline for rapid prompt iteration.
- Led product vision for white-label remittance and virtual account infrastructure, navigating complex regulatory requirements across multiple jurisdictions (Spanish, Colombian, UAE corporate frameworks).
- Built comprehensive analytics layer using Metabase + SQL against production databases — payment conversion funnels, cohort retention, fraud detection dashboards, and client-specific reporting for fintech partners.
- Managed third-party integrations (Checkout.com, AiPrise, SumSub) and vendor evaluation, negotiation, and onboarding for compliance and payment providers.

### GROUP PRODUCT MANAGER

Oct 2024 - Sep 2025

#### Instaleap LLC – Remote

- Leading e-commerce initiatives for top clients including SPAR, Walmart, Carrefour, and Lidl, while collaborating with finance and HR stakeholders to align team resourcing with strategic budget objectives and ensure operational efficiency.
- Redesigned development processes to lean methodology, saving \$36 K in staff and operational costs and \$9 K in infrastructure expenses, while improving operational structure and systems.
- Built scalable operational systems by transforming the division's strategy into a fully Headless E-commerce model—enabling faster cost tracking, stable delivery cadence, and predictable performance.

## **MADS SCHMIDT PETERSEN**

- Managed vendor onboarding and negotiation, including transitioning our payment orchestrator, working with legal for provider evaluation, conducting technical and background reviews, and negotiating pricing and contract terms.
- Developed dashboards for performance monitoring (platform, Sentry data) and cashflow/project tracking across the ecommerce tribe, enhancing visibility and supporting data-driven decision-making.

### **COFOUNDER & CEO**

**Jun 2021 – Sep 2024**

#### **HippoBuild (YC W22) – Bogota, Colombia**

- Developed a data-driven process using advanced analytics and AI to predict construction material demand, improving cost and compliance tracking while reducing waste for major AEC providers.
- Drove team execution and cohesiveness while establishing structured processes for hiring, feedback cycles, performance reviews, and HR operations.
- Secured \$2 M in seed funding by leading investor relations, budget forecasting, and funding outreach strategy (including crafting pitch materials and financial plans), and \$500K in debt.
- Built a plug-in to integrate solutions and data sharing, strengthening vendor relationships and cross-stakeholder collaboration across the AEC ecosystem.
- Improved construction sector supply chain efficiency by 4.5% through a vertical SaaS product, embedding metrics dashboards to monitor performance, delivery, and cost savings.

### **PRODUCT CONSULTANT**

**Oct 2020 – Jun 2021**

#### **Contractor – Bogota, Colombia**

- Guided clients in building the right products based on research, market feedback, and financial compliance requirements, while fostering stakeholder alignment across operations, tech, and finance.
- Reduced production bottlenecks by 25% by implementing agile and structured operational processes across multidisciplinary teams.
- Delivered a Core Banking Solution that improved transactional throughput by 40% and embedded infrastructure for financial tracking and compliance oversight.
- Launched and scaled fintech products, increasing user adoption by 30%, while tracking key performance indicators (KPIs) and iterating based on data-driven feedback loops.

### **VICE PRESIDENT OF PRODUCTS**

**Jul 2019 – Oct 2020**

#### **Greensill Latam (OmniLatam)**

- Enhanced innovation and compliance by scaling modular KYC, AML, and B2B onboarding systems—embedding compliance tracking and audit procedures into product delivery.
- Communicated product vision and roadmap—bridging product, legal, and finance—leading cross-functional teams and aligning stakeholders on strategic execution and planning cycles.
- Led planning around product dev budgets and spend forecasting, collaborating with finance and leadership to inform quarterly roadmaps and budget reviews.

### **LEADER OF INNOVATION – HOME & LIVING**

**Sep 2018 – Jul 2019**

#### **Seguros Bolivar – Bogota, Colombia**

- Increased market share by 15% by launching new tech-driven insurance product lines—while embedding customer feedback loops and adoption metrics to monitor traction.
- Collaborated across product, operations, and marketing teams to define product vision and goals—aligning strategy with resource allocation and compliance requirements.
- Developed and rolled out product strategies through structured cross-functional collaboration, setting up feedback mechanisms, tracking KPIs, and improving time-to-market performance.

### **MANAGING CONSULTANT**

**Feb 2017 – Sep 2018**

#### **LEG (Latin Expansion Group)**

- Assessed startup critical aspects, including company procedures, hiring issues, finances, marketing efforts, and branding presence, and identified best practices in mitigating risks and managing resources.
- Delivered informed, data-driven, independent perspectives about startup early-stage progress and capability to leverage opportunities, enabling expansion into three new markets.
- Identified market competition and target audience and predicted the scope of product and services.
- Trained sales and marketing team about accelerating company progress.
- Increased client revenue by 20% by developing and launching go-to-market strategies.

## **MADS SCHMIDT PETERSEN**

### **DIRECTOR OF VENTURES**

**Apr 2016 – Feb 2017**

#### **Imaginamos – Bogota, Colombia**

- Launched multiple tech startup ventures, providing strategic consulting, strategic innovation assessments, branding, and marketing roadmap.
- Imparted strategic guidance and support for early startups by providing cogent market analysis driven by data depicting consumer trends and the competitive landscape.

### **MANAGEMENT ASSOCIATE**

**May 2015 – Feb 2016**

#### **Hereford Capital – London, UK**

- Provided investment guidance based on due diligence studies of the investment market.
- Supported management of a portfolio of companies.

### **ENTREPRENEURSHIP**

**Jan 2005 - Present**

#### **ClickFlow MedTech/BitBrochure Copr/SMSmig**

- Founded multiple startups and developed innovative solutions across MedTech and digital marketing sectors.

## EDUCATION

**Bachelor of International Business Administration** (Sep 2012 – Aug 2014)

Hult International BusinessSchool – London, UK

Completed Studies in Two Years/Dean's List/Honors List

## TRAINING & CERTIFICATIONS

Certificate Web-Development Bootcamp – 4Geeks.com

Introduction to Python, Automation with Python – Udemy

AI Agent Architecture – HuggingFace Academy

Post Graduate Program in Artificial Intelligence and Machine Learning — University of Texas in Austin

Post Graduate Program in AI Agents — University of Texas in Austin

## TECHNOLOGY

**AI & Agents:** Claude Code, Agentuity, MCP (Model Context Protocol), OpenAI API, Anthropic API, CrewAI, ReAct Loops, Prompt Engineering, Vector Databases, Agent Evaluation Frameworks

Python, Flask, React.js, Svelte, SvelteKit, HTML, CSS, Bootstrap, Javascript, Web Development, Full Stack, NoCode/No Code, Low Code, Lovable, Github Copilot, HuggingFace.

## PERSONAL PROJECTS

**SimpleList:** React, Python, Backend on Supabase, hosted on vercel, with a proxy server for scraping.

**Explanation:** A simple app for my wife and I to collaborate on Shopping Lists, built in a few hours with Lovable.

[simplelist.lovable.app](https://simplelist.lovable.app)

**Habitrees:** Svelte, SvelteKit, JavaScript, Python, TypeScript, Resend, Tailwind, Supabase Back, Vercel hosting.

**Explanation:** I built a Habit Tracker, built around setting goals, and helping people with ADHD and Depression to control their lives.

[HabitTrees](https://habitrees.com)

**PropertyHunty:** React, Python, Firecrawl API, Backend on Supabase, hosted on vercel, with a proxy server for scraping.

**Explanation:** Participated in a Global Hackathon with 3600 participants, ranked top 80; I recently had to move house, so I created a CRM for my wife and I to share thoughts on the Properties we saw, and automate the Communication with landlords and realtors.

**AutoStackAI.com:** [Next.js](https://next.js) front, Neon dB, vercel server

**Explanation:** A simple lightweight system to schedule and automate publishing on Substack

<https://substack-notes-automationfront.vercel.app/>

**AI Taskmaster Lite:** JavaScript + Shell

**Explanation:** A simple and light weight system to improve LLM performance on VS and other.

<https://github.com/MKBSP/ai-taskmaster-lite>

## ADDITIONAL INFORMATION

<b>Languages:</b> English, Spanish, Danish, Portuguese	<b>Volunteerism:</b> Mentoring startups through Founder Institute, Fintech House Lisboa, Unicorn Factory Lisboa
<b>Interests:</b>	<b>Adventurous Expeditions</b>

**MADS SCHMIDT PETERSEN**

Board Games, Nature and Survivalism – Rock climbing,  
Bicycling, Hiking

1,000 km Solo Kayak Journey, Siberia, Demonstrating  
Resiliency and Adaptability.