

# Christopher Setian

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Engineering leader and former CTO with experience scaling teams, building AI-first products, and leading complex technical and organizational pivots. Proven track record delivering LLM-powered platforms, developing senior engineering leaders, and partnering cross-functionally to drive product-market fit at scale.

## EXPERIENCE

### Concierge AI, San Francisco, CA — *Co-Founder and Chief Technology Officer*

AUG 2023 - FEB 2026

- Led technical vision through two shipped products and multiple strategic pivots, using engagement, retention, and system metrics to assess PMF and guide high-conviction product decisions.
- Launched Concierge AI, a B2B, agentic, embeddable chat platform for AI-driven customer education and higher-quality top-of-funnel sales engagement on SaaS marketing websites.
- Began pilot in Dec 2025, scaling to sixteen trials with eight paying customers and five-figure ARR.
- Shipped a complementary AI Engine Optimization (AEO) product providing visibility into brand performance within AI search and answer engines, with actionable improvement guidance.
- Launched Centrifuse, a conversational AI platform unifying 20+ third-party SaaS APIs into a single chat-based experience for cross-product querying and action.
- Scaled B2C Centrifuse product to 13,500 users and a #2 ProductHunt launch, reaching 5-figure ARR.
- Led architecture of a unified LLM tool-calling layer to rapidly scale third-party product support.
- Recruited, interviewed, and hired five senior and staff-level engineers, building a high-ownership culture.
- Raised \$6MM across two rounds from top-tier VCs (incl. Gradient Ventures, Race Capital, Hitachi Ventures).

### Labelbox, San Francisco, CA — *Director of Engineering, Active Learning*

DEC 2022 - AUG 2023

- Led strategic expansion from labeling-focused products to new ML product verticals, including model evaluation and data exploration workflows to improve the quality of model training iteration.
- Scaled the Labelbox 'Active Learning' engineering org. to 20 across 3 teams, including 2 EMs.
- Interviewed engineering managers for roles at a company level, leading to 4 hires across org.
- Shaped engineering culture around personal ownership, results-oriented shipping discipline, rapid iteration, and architectural scalability.
- Owned data ingestion, structured/unstructured search, model analysis, external APIs, and exports/ETL.

### Labelbox, San Francisco, CA — *Senior Engineering Manager*

OCT 2021 - DEC 2022

- Scaled the Labelbox Active Learning organization from 6 to 15 engineers across three teams.
- Directly managed and developed engineering leaders, including EMs, tech leads, and staff engineers.
- Defined team charters and multi-team roadmaps, aligning execution with company-level ML strategy.
- Led development of core platform capabilities including search (structured + embedding-based), model error analysis, and public APIs/SDKs.

### Labelbox, San Francisco, CA — *Engineering Manager*

FEB 2021 - OCT 2021

- Started and grew the Active Learning engineering team to six engineers (four senior, two junior).

- Led delivery of new products enabling model iteration, active learning, and error analysis workflows.
- Owned annotation data ingestion services, enabling a 10× increase in scalable data import throughput.
- Established company-wide engineering practices for planning, execution, and hiring.
- Led recruiting and interviewing for 13+ hires across Labelbox Engineering.
- Mentored and sponsored six engineers to promotions into senior and staff leadership roles.

## **GM Cruise, San Francisco, CA — *Engineering Manager***

JAN 2020 - JAN 2021

- Managed a globally distributed team of seven engineers in Maps Engineering.
- Led the Cartographer platform roadmap for scaling geospatial visualization and map-labeling workflows.
- Drove improvements in organizational level KPI's focused on map labeling throughput and freshness.
- Owned products & data services supporting geospatial data insights and web experiences, including:
  - Core SPA for 2D map data search, visualization, and editing of HD map data.
  - 3D point cloud viewer & editor, with dynamic, high performance data loading.
  - Robust labeling operations management tools to maintain complex mapping workflows.

## **GM Cruise, San Francisco, CA — *Senior Software Engineer***

AUG 2018 - JAN 2020

- Senior technical leader on Maps Engineering Cartographer team, owning platform architecture, core systems design, and technical direction for the geospatial HD map labeling and visualization platform.
- Led architecture and development of map labeling tools, workflow automation, validation pipelines, and geospatial APIs supporting large-scale map production.
- Replaced 100% of manual map labeling workflows with a scalable, workflow-based application, enabling offshore operations and improving map update SLAs from quarterly to hourly update cycles.
- Designed a version-controlled “git-for-maps” system enabling secure parallelization and scaling of geospatial editing, traceability, and map update release cycles.

## **PlanGrid, San Francisco, CA — *Software Engineer***

MAY 2015 - JUN 2018

- Team lead for a pod of four engineers owning core web products for blueprint and document management.
- Designed and built ML-driven data extraction and classification product for construction submittals.
- Owned core data services supporting document and blueprint ingestion for PlanGrid's flagship product.

## **The Blackstone Group, New York, NY — *Software Engineer***

AUG 2013 - MAY 2015

- Built full-stack data management and visualization tools for private equity workflows.

## **Credit Suisse, New York, NY — *Technical Analyst***

AUG 2011 - AUG 2013

- Built analytics tools for financial trade and deal flow data; managed and mentored interns.

## **EDUCATION**

### **University of Pennsylvania, Philadelphia, PA**

Master of Science in Engineering, Electrical Engineering - 2011

Bachelor of Science in Engineering, Electrical Engineering - 2011