

Mitchell Bryson

AI Product Engineer / Full-stack Engineer (Rails + React)

Available Remote (UK/USA/EU) or Hybrid (Sheffield/London, UK).

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More information is available at:

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Since 2002

Startup CTO, end-to-end product owner and full-stack product engineer with 20+ years of experience delivering SaaS and marketplace products. Specialises in **Ruby on Rails, React, and AI product development**, with a track record of turning business goals into revenue-driving software.

- Shipped **AI agents, RAG pipelines, and LLM-powered automations** in production.
- Proven results: **+£1m new revenue, 5x AOV, 15x LTV, 96% prediction accuracy beating vendor ML model.**
- Experienced across growth, product, and engineering – from sketch to scale.

Materials Market

Senior Product Engineer / Growth Manager

Jan 2023 - PRESENT (2.5 years)

Hybrid (London, UK) Remote

Owning product growth and AI initiatives across acquisition, retention, and monetisation for the UK's fastest-growing B2B building materials marketplace.

- **AI Customer Service Agents** – Designed and deployed multi-agent system (orchestration, sales, existing order updates, conflict resolution, product expert, project advisor). Integrated with HubSpot and WhatsApp. Reduced manual support load by >60%, increased resolution speed from hours to minutes.
- **Predictive Pricing & Supply** – Built real-time analytics + AI model (Postgres → Sidekiq → Redis + heuristics) to predict supplier acceptance with **96% accuracy** – 10% higher than an external vendor's ML model. Improved gross margin from 6% → 8%.
- **AI-driven Content Pipeline** – Engineered a headless CMS + GPT pipeline that auto-generated SEO, social, and email campaigns.

Enabled marketing/sales to launch campaigns in minutes (vs. days).

- **Materials Pro Ordering Workflow** – Conceived, built, and shipped an end-to-end order flow (search autocomplete, project lists, one-click re-orders). Delivered **+£1m net-new revenue**, 5x AOV, 15x LTV, retention from <10% → >50%.
- **Subscription & Retention Systems** – Launched free-delivery subscription service (100 paid users in 30 days, 3x AOV, repeat-purchase 10% → 40%). Designed rewards programme, supplier ratings, and customer segmentation engine.

Stack: Ruby on Rails 5.2–7.1, PostgreSQL, Redis, Sidekiq, Heroku, Stripe, HubSpot, GitHub Actions CI/CD

CRWD

CTO / Full-stack Product Engineer

Jan 2021 - Dec 2022 (1 year)
Hybrid (London, UK) Remote

Founded and led a SaaS startup – a community platform for brands to co-create and improve physical products. Raised £125k pre-seed.

- **NLP-based Insight Discovery** – Implemented automated topic clustering and real-time content aggregation using ML/NLP techniques. Enabled product teams to surface insights from thousands of community posts in minutes instead of days.
- **Custom Analytics Dashboards** – Built retention cohorts, sentiment heatmaps, and engagement analytics – delivered directly to PMs for faster decision-making.
- **Scalable SaaS Architecture** – Multi-tenant Rails + React platform with social login and publishing integrations (Twitter, Instagram, Facebook).
- **Fundraising & Delivery** – Secured pre-seed round based on a working MVP delivered in 4 weeks. Recruited and managed a small team (1 engineer, 1 marketing). Achieved weekly sprint delivery on an aggressive six-month roadmap.

Stack: Ruby on Rails 6 (multi-tenant), React 17, PostgreSQL (multi-schema), Redis, Sidekiq, AWS (S3, EC2), Stripe, GitHub Actions CI/CD

Taskfeed

Head of Product and Development

Jan 2018 - Dec 2020 (2 years)

Hybrid (London, UK) Remote

Led product and engineering for the best-selling resource and project management tool on Salesforce.

- **Data Visualisation** – Designed and shipped a bespoke **virtualised Gantt component** (game-engine rendering techniques) that let users pan through thousands of tasks at 60fps. Transformed usability and scaled infinitely.
- **Predictive UX Enhancements** – Leveraged data-driven design (cohort analysis, usage heatmaps) to prioritise features that doubled daily active use and feature discovery.
- **Platform Re-architecture** – Migrated from single-file jQuery monolith to Vue 2 SPA on Salesforce Lightning in 3 months (half the projected timeline).
- **Scaled Delivery** – Managed 2 PMs and 4 engineers across in-house/offshore; shifted release cadence from quarterly → daily via CI/CD.
- **Growth Outcome** – Expanded product scope from onboarding → full lifecycle management. Drove ARR growth and helped position Taskfeed for the acquisition by Precursive.

Stack: Salesforce (Apex, Lightning, SOQL), Vue 2, JavaScript ES6, Visualforce, GitHub Actions CI/CD, Jest, Docker (local dev)

Airstoc

CTO / Full-stack Developer

Sep 2015 - Aug 2017 (2 years)

Sheffield, UK

Led development of a marketplace for drone videographers, built on Rails and Vue. Delivered a large-scale video processing pipeline handling 2PB+ of media with FFMPEG optimisation, ensuring performance and scalability. Managed a small cross-functional team, driving both product direction and engineering delivery.

Blendmode

Owner / Full-stack

Developer/Designer

Jan 2010 - June 2015 (5 years)

London, UK, San Francisco, USA, Remote

Founded and scaled a product studio, building MVPs and SaaS platforms for 50+ startups across continents and industries. Delivered full-stack solutions with Rails, React, and Vue, often owning UX and design as well as engineering. Grew to an 8-person team before acquisition by SMT.

Truncated here - **Previous positions are available on LinkedIn.**

Skills summary

Core

- Ruby (13y), Ruby on Rails (2012 → 8.x, Hotwire/Stimulus)
- JavaScript/TypeScript (20y), React (16 → 19), Vue 2/3
- PostgreSQL, Redis, Sidekiq, REST APIs

AI / Machine Learning

- AI agent development (OpenAI API, LangChain, pgvector)
- RAG pipelines, embeddings, and semantic search
- GPT-powered automation for pricing, retention, content
- Predictive modelling (supplier acceptance, churn risk)

Product & Growth

- End-to-end product delivery (0 → v1 → scale)
- Funnel analytics, A/B testing, pricing experiments
- CRO, lifecycle automation, subscription + retention design

Infrastructure

- AWS (S3, Lambda, EC2), Heroku, Docker, Kubernetes
- CI/CD with GitHub Actions
- Multi-tenant SaaS architecture, scalable background job systems

Leadership

- Former CTO (CRWD, Airstoc)
- Team building, sprint planning, mentoring juniors
- Translating business OKRs into engineering outcomes

