Cover Letter

Dear Hiring Team,

Throughout my 15+ years in technology innovation, I have led and executed successful initiatives across AI, data architecture, e-commerce, robotics, and mobile applications. My experience spans start-ups, global corporate headquarters, and multi-million Euro publicly funded R&D projects. Focusing on AI and data, key highlights include:

- **MuzeAI** (2023-24): Built an open-source LLM-powered music recommendation prototype leveraging Spotify data, receiving promising pilot feedback.
- **The Basin Network** (2020-2023): Invented a next-generation data architecture for ML teams to share and remix data across enterprises, earning a PhD and two publications.
- **SIMUTOOL Data Management SaaS** (2015-19): Led a four-year initiative to build a SaaS that optimized operational efficiency by 30% for a €3.5M EU-funded aerospace manufacturing consortium.
- **Tawla iOS mobile board game** (2011-13): Led development of AI players for an iOS backgammon game in a B2C environment, increasing engagement and sales.
- **RoboCup AI Soccer Team** (2010-11): Co-founded and co-led a team of 10 to develop an AI-driven soccer software that qualified for the 2012 International RoboCup finals qualification round.

Currently, as Lead Solutions Architect at PUMA's Global E-Commerce Engineering, I have:

- Founded and led an organization of two teams, improving PUMA.com's performance by 20%.
- Established the Technical Cats of E-Commerce initiative, fostering technical design and innovation.

My leadership philosophy is rooted in exploration, experimentation, and disciplined execution—without premature commitments to unproven directions. I believe in rapidly testing diverse approaches, recognizing early when to pivot, and driving innovation with a deep understanding of both technology and organizational dynamics.

In an industry where disruptive breakthroughs often emerge unpredictably, the ability to navigate ambiguity while systematically identifying high-value opportunities is key. My experience–spanning AI, data architecture, e-commerce, and R&D–has reinforced this mindset. As Director of AI and Machine Learning, I can bring this approach to PUMA, ensuring that our AI strategy is not only innovative but also pragmatic, scalable, and impactful for the business.

Sincerely,

Nasr Kasrin