

ANDREW DEIGHAN

AI Product Lead · Agents, Evaluation and Multi-Model Systems

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Based in Dubai · open to the Gulf, Europe and remote · British and Irish citizen (full EU right to work) · available from mid-October 2026

PROFILE

Product leader and founder who builds and ships AI products hands-on. Has taken four AI systems live across a two-sided marketplace and a job-search service: an agent pipeline that brought in agreements to list about 1,000 properties in under three weeks, a cost-tiered matching engine running at a median \$0.09 per search, a grounded help assistant, and a guest decision feature that kept working through a model outage. Designs the instructions, guardrails and automated checks that make AI reliable, and routes work across models from four providers by cost and quality. Leads teams as well as building: a 13-person startup and, before that, a school senior leadership team. Stepping back from AtlasOra, with no operational commitments from mid-October 2026.

AI SYSTEMS BUILT AND SHIPPED

Host acquisition agent pipeline · AtlasOra · built hands-on

- Built an orchestrated pipeline of 11 working agents and rule-based gates that worked through all 117 property managers on the Costa del Sol: finding decision-makers, researching each company and drafting personalised outreach for human approval.
- Result: around 20 managers agreed to list about 1,000 properties in under three weeks. Moved the channel from email to WhatsApp after measuring a 1% reply rate, which lifted replies to 25%.
- Tiered models by task (Claude Haiku to sort, Sonnet to research, Opus to write). Every draft passes an automated tone check with up to three rewrites, a compliance gate checks GDPR basis and consent before any send, and nothing goes out without a person approving it.
- Engineered for failure: automatic fallback to a smaller model with an alert when fallback passes 10% in an hour, retries with backoff, a daily spend cap and kill switches by agent, channel and region.

AI job matching engine · DUDsJobs · built hands-on

- Built a five-model pipeline that routes each task to the cheapest model able to do it well: a low-cost gate model, Claude Haiku for extraction, Sonnet for matching and Opus for CV parsing and writing.
- Rules and the gate settle 82% of job assessments, so the mid-tier model reads only 18%. The gate rejects 47% of candidates in under half a second. Median AI cost is \$0.09 per search run.
- Automatic failover to a second provider (DeepSeek) when the primary is unavailable, with those results re-checked by the primary model on the next run. Hard monthly AI budget per user, falling back to rule scoring when reached.
- Live with paying users since September 2026. 74 of 78 production runs succeeded, with every failure inside the launch cut-over.

Decision Intelligence · AtlasOra · built hands-on

- Shipped a guest-facing feature that weighs homes against a guest's priorities using measured map and listing data. It runs only when asked, never books or reorders results, and labels AI judgement separately from measured fact.
- Falls back to measured facts alone if the model fails, which kept the feature working through a model outage in September 2026.

AI Help and host assistant · AtlasOra · built hands-on

- Built a guest help assistant grounded in a 497-entry knowledge base. It retrieves the closest entries for each question and is barred from stating numbers, policies or dates that are not in its sources.
- Built a host assistant that drafts profile and listing text and can change only a fixed set of fields.

CORE SKILLS

- **AI product.** Agent orchestration, automated output checking and evaluation, grounding and retrieval, human-in-the-loop design, model routing and failover, cost and latency budgets, kill switches and monitoring.
- **Models and tools.** Claude Haiku, Sonnet and Opus, GPT-4o mini, DeepSeek and Jev in production. Builds directly with Claude Code. Postgres and Supabase, SQL, APIs and integrations, GA4.
- **Product leadership.** Strategy and roadmap, customer discovery, prioritisation and trade-offs with engineering, pricing, zero-to-one launch, written reporting to leadership and board.
- **Research and design.** In-person customer discovery, user journeys, prototyping, hiring and developing product designers.
- **Payments and regulation.** Stablecoin escrow, cross-border payouts, MiCA, FCA e-money, EU merchant of record.

EXPERIENCE

Co-founder and Product Lead (CEO) · AtlasOra · Jun 2024 - Oct 2026

Two-sided vacation rental marketplace with stablecoin escrow on Base, operating across UK, Estonian and Panamanian entities. Team of thirteen. Full handover complete mid-October 2026.

- Took the product from zero to public launch in September 2026: wrote a 198-feature requirements document and shipped 98 features with a CTO and four engineers, making explicit trade-offs against capacity and runway.
- Built the AI systems above hands-on, alongside leading the product: the host acquisition pipeline, Decision Intelligence, AI Help and the host assistant.
- Ran in-person discovery with property managers across Malaga and Marbella, and used what they said to shape onboarding, pricing and the operator portal.
- Designed and specified trigger-released escrow contracts on Base. Guest funds were held in EURC and released at check-in, or automatically 24 hours later, with dispute freeze and admin settlement. Ran in production.
- Automatic cross-border host payouts by Revolut bank transfer once the on-chain release was recorded, so hosts never touched crypto.
- Delivered eleven live integrations, including a payment provider, KYC and seven property management systems, making host onboarding repeatable.
- Set pricing and positioning: a 10% all-in host fee against incumbents above 15%.
- Led a 13-person team, hired and developed three product designers, and reported weekly in writing to leadership and board.

Founder and builder · DUDsJobs · Sep 2026 - present

AI job-hunting service that filters jobs for each candidate and helps write CVs, cover letters and application answers.

- Designed, built and launched the product solo, including the matching engine above, payments and hosting. First paying users within days of launch.

Head of Marketing · Qubic (AI-focused layer-1 network) · Aug 2024 - May 2025

Remote, full-time, in parallel with AtlasOra. Joined as Marketing Specialist and promoted to Head of Marketing.

- Owned go-to-market, positioning and community growth for a layer-1 network built around AI compute.
- Worked directly with the project's AI scientists, David Vivancos and Dr Jose Sánchez. Hosted their public technical interviews and supported the launch of their research paper on Aigarth.
- Turned dense technical work into material a public audience could follow, across video, written content and events.

Assistant Headteacher and Head of Year · International Community School, Amman · 2019 - 2023

Senior leadership team member.

- Led staff teams and was responsible for performance, safeguarding, policy compliance and inspection readiness.
- Used data to drive decisions on student progress and staffing, and presented them to leadership and parents.

Teacher · Auckland Grammar School (NZ), Bromsgrove International School (Thailand), Westborough High School (UK) · 2014 - 2019

- Five years of secondary teaching across three countries before moving into school leadership.

EDUCATION

- **MSc Fintech and Digital Banking** · GBSB Global · 2023 - 2024 · taught modules complete, 84% average, dissertation pending
- **PGCE** · University of Cumbria · 2013 - 2014
- **BSc Pharmaceutical Science** · University of Hull · 2009 - 2013