

Juan S.

Founder & Product Architect

London, United Kingdom | [LinkedIn](#)

Founder building AI-powered financial products for asset managers. 14+ years across enterprise AI, SaaS, and fintech with two ventures and a track record of closing enterprise deals without traditional sales teams.

EXPERIENCE

Founder & Product Architect

Jan 2026 — Present

alpha2

London, UK

Built and licensed a live sector-aware equity intelligence platform entirely solo, landing 2 asset managers holding \$6.5Bn AUM who are using it to guide ~\$50M in capital. Scaled to 40+ relationship managers through hands-on onboarding. Co-developed the scoring methodology with the anchor client's investment team, then productized their analytical framework into an auditable engine. Designed and built the production platform on Cloudflare Workers/D1 with 75 API endpoints, custom scoring logic across four dimensions (value, quality, momentum, catalyst), and diagnostic lenses for ROIC/EVA analysis and inflection detection. Shipped a second product—a research engine answering natural-language questions over 2000 SEC filings with citation integrity built in to prevent hallucinations.

Co-Founder & CEO

May 2022 — Jan 2026

Seedl AI

Gran Londres

Built an LLM-powered financial analytics platform from zero to 30+ enterprise clients across UK/EU financial services. Designed and executed an integration-first partner programme with M&A consultancies and accountancy firms as distribution channels into investment banks, reducing CAC by 40%. Signed 30+ enterprise clients within one quarter of launch through partner-led distribution. Raised £400K seed from fintech investors including 3 unicorn founders. Architected end-to-end LLM solution using Qwen models, custom IFRS/GAAP ontologies, and LangGraph agentic pipelines achieving 80%+ KPI extraction accuracy on complex financial documents. Personally onboarded all enterprise accounts.

Commercial Director, Senior Management Team

Oct 2018 — Apr 2022

Reviti Life Insurance

Londres y alrededores, Reino Unido

Founding commercial leader of a PMI-funded insurtech. Owned all strategic partnerships, ISV and channel alliances, international expansion, and GTM across EMEA and Asia. Executed a 3-year strategic partnership with Japan's largest private insurer projecting \$48M annual turnover. Built integration-led distribution channels with UK's largest pharmacy and retail chains as ISV-adjacent reseller partners, growing turnover by 22%. Developed international expansion framework evaluating 62 markets with buy/build/partner analysis. Negotiated commercial contracts with reinsurance partners, reducing costs by 18%.

Science & Innovation Manager, Global Strategy Team

May 2017 — Oct 2018

Philip Morris International

Lausanne, Switzerland / London, UK

Incubated a life insurance venture within a \$35Bn corporation, securing £25M investment by building a comprehensive business case, market entry strategy, and partnership model. Built and closed Tier-1 product partnerships including Willis Towers Watson, Pacific Life Re, Scottish Friendly Assurance, and UnderwriteMe across product, legal, and commercial workstreams.

MBA Summer Associate

Jul 2016 — Aug 2016

Roniin

Chicago y alrededores, Estados Unidos

VC Firm specialized in early stage investment and startup development.

Business Development Manager

Aug 2012 — Dec 2015

Identimax

Argentina / USA

Negotiated OEM partnership with Motorola Solutions establishing a Mobile Solutions division generating \$8M ARR, expanding across Chile, Ecuador, and Colombia. Won a National Drivers' Licence Law bid and deployed a SaaS solution across 800 government offices generating \$12M ARR.

Marketing & Commercial Analyst

Sep 2010 — Aug 2012

Sushi Pop

Independent Advisor

Nov 2009 — Feb 2010

MH

Buenos Aires, Argentina

EDUCATION

INSEAD

Sep 2014 — Jun 2016

Master of Business Administration (MBA) in Administración y gestión de empresas, general

Class of 2016D

Universidad Torcuato di Tella

Jan 2013 — Jan 2013

Project Management in Gestión de proyectos

UCES
Bachelor's degree in Advertising

Sep 2005 — Jun 2009

Pilgrims' College
Bilingual Bachelor

Jan 2000 — Jan 2004

SKILLS

New Ventures · Business-to-Business (B2B) · Strategy · Software as a Service (SaaS) · Product Management · Product Development · New Business Development · Business Development · International Business · Financial Data Analytics · Artificial Intelligence (AI) · Marketing Communications · Marketing Strategy · Sales Presentations · Project Planning · Team Leadership · Marketing · Microsoft Excel · Business Strategy · English · Español · Negotiation · Spanish · LLM Solution Architecture · Agentic Pipelines (LangGraph) · Cloudflare Workers · Edge Systems · API & SDK Design · Financial Data Pipelines · Scoring Engines · Valuation Engines · Enterprise Sales · Licensing · Partnerships · ISV Ecosystems · Partner-Led Distribution · Deal Structuring · Product Building · Company Building · Fundraising · Design-Partner Development · International Expansion · French · Portuguese