

# Tomasz Czarnecki

Building AI Products with Ownership | Agentic Workflows & Systems Thinking

[tomasz@czarnecki.ai](mailto:tomasz@czarnecki.ai) • [www.czarnecki.ai](http://www.czarnecki.ai) • [LinkedIn](#) • (+86) 132 4044 3303

English (C2), Chinese (B2), Polish (Native) • Poland/EU (citizen), China (resident)



## SKILLS

---

AI Product Strategy • Agentic Workflows & Multi-Agent Systems • Product Discovery & Prioritization • AI Systems Thinking • Cross-functional Product Leadership • Python • LLM Tooling & Agent Orchestration • Claude Code & AI-Augmented Development • Design Systems & Component Libraries • User Research

## WORK EXPERIENCE

---

### ZOJA.AI

Wuhan, China

Independent venture building agentic AI systems, LLM workflows.

#### Independent AI Engineer

May 2026 – Present

- Building engineering foundations in agentic systems and LLM workflows, progressing from Claude Code experimentation toward structured agent orchestration (e.g. LangGraph) with a focus on methodology, code quality, and preparing to ship Zoja.ai as a long-term project.

### HEINEKEN - GLOBAL ANALYTICS HUB

Amsterdam, NL (Remote from China)

Startup-like product incubator at Heineken, established in early 2021. It delivers custom AI/ML-based Business Intelligence tools to Operational Companies globally, addressing their specific needs.

#### Founding AI Product Lead

Mar 2021 - May 2026

- Allocation AI (Mercury) Project:
  - Action: Led the full lifecycle (discovery, design, implementation) of a predictive AI/ML allocation tool to optimize **€3.2 billion** in global A/BTL and Promo spending,
  - Impact: Projected a **€172 million** increase in Net Revenue in 2026 and is key to achieving a targeted **€305 million** GP Uplift by 2027 and **~€600 million** Yearly Revenue Uplift by 2029,
  - Strategic & Technical Leadership: Architected the structural shift from intuition-based to data-driven budgeting, directly supporting Heineken's EverGreen ambition for sharper resource allocation globally.
- Promo Advisor AI (v1 & v2):
  - Action: Led the full product lifecycle (discovery, wireframing, and implementation) for a machine learning-driven platform to optimize promotional spending for Revenue Management teams,
  - Impact: Deployed in 17 key global markets, the solution is benchmarked to deliver a **25% improvement in ROI** and a **3-5% Incremental Gross Profit** uplift per market annually.
  - Efficiency: Successfully shifted historically ineffective promotions to data-driven planning, cutting promo planning times by **30-40%** and reducing product cannibalization by approximately **15%**,
  - Focused the UX around three core AI modules (Diagnostics, Scenario Simulator, and Calendar Optimizer) to provide end-to-end promo management and peak spending efficiency.
- Smart Flighting AI:
  - Led the shift of a critical micro-level campaign execution process from an Excel-based to a scalable, interactive platform (Simulator/Optimizer) as part of the "Win with Execution" initiative,
  - Financial & Impact: Targeting an additional **1% to 1.5% Net Revenue** uplift (e.g., €45-68 million in EU applications) by optimizing weekly campaign schedules,
  - Strategic Efficiency: Empowered media teams with a "fact-based toolkit" to test flighting plans against AI-driven metrics, ensuring optimal and precise spending for continuous high ROI.

### MACOPEDIA

Poznan, PL (Remote)

A technology consulting firm that specializes in digital transformation through the implementation of advanced e-commerce platforms, PIM systems.

#### Product Designer

Jan 2020 – Mar 2021

- Delivered end-to-end product work on complex enterprise platforms (TYPO3, Magento) — from discovery and UX through to production-ready front-end implementation.

## SEVEN INTERNATIONAL

Architecture studio specializing in high-rise residential projects as part of a local design institute.

Xingyi, Guizhou, CN

### Project Lead & Business Developer - China

May 2017 – Dec 2019

- Led projects end-to-end between Poland and China: gathered requirements and developed initial concepts with clients in China, then managed the design work with the Polish team and aligned outputs with the Chinese engineering team.
- Coordinated between the Polish design team and Chinese engineering team — reviewed progress, gave feedback and design direction, resolved issues, and kept projects moving across time zones.
- Won new projects directly from Chinese clients (~70M RMB total) through site visits, meetings, and negotiations, while overseeing delivery from concept stage through to engineering coordination.
- Built and led a 12-person team across both locations while setting up the company's first European office.

## AREP CHINA

Multidisciplinary firm specializing in large-scale transportation and sustainable urban infrastructure, combining French engineering and innovative, low-carbon architecture for the Chinese market.

Beijing, CN

### Lead Algorithmic Designer

Jun 2016 – May 2017

- Developed generative and optimization systems using genetic algorithms and evolutionary solvers (Grasshopper, Rhino, C#) to optimize a 21 million m<sup>2</sup> urban masterplan against competing constraints including wind flow, structure, and cost.
- Built reusable computational libraries that automated complex 3D modeling workflows across multiple large-scale projects, significantly reducing manual work and improving consistency.

## MAD ARCHITECTS

A visionary international architecture firm known for its "Shanshui City" philosophy, which integrates futuristic, organic forms with contemporary interpretations of nature

Beijing, CN

### Algorithmic Designer

Feb 2015 – Jun 2016

- Created reusable computational infrastructure that was adopted across multiple concurrent international projects, including the Harbin Opera House and Xinhee Design Center.

## SEVEN INTERNATIONAL

Poznan, PL & Xingyi, Guizhou, CN

### Architect | Business Developer

Jan 2014 – Feb 2015

- Acted as the primary operational bridge between Chinese leadership and the emerging Polish team.

## BUDNEX Sp. z o.o.

### Construction Engineer

Gorzow Wielkopolski, PL

Sep 2013 – Jan 2014

## EDUCATION

---

### POZNAN UNIVERSITY OF TECHNOLOGY

Ph.D. in Building and Environment (unfinished)

Poznan, PL

Sep 2014 - Apr 2015

### POZNAN UNIVERSITY OF TECHNOLOGY

Architecture & Urban Planning, M.Sc.

Poznan, PL

2010 - 2014

### ISTANBUL TECHNICAL UNIVERSITY

International Exchange (2 semesters), Architecture

Istanbul, TR

2011 - 2012

### POZNAN UNIVERSITY OF TECHNOLOGY

Architecture & Urban Planning, B.Eng.

Poznan, PL

Sep 2007 - 2010

## CERTIFICATIONS & TRAININGS

---

- The Product Management for AI & Data Science Course
- AI Coder: Complete Claude Code & Coding Agents Course
- Claude Code: Building Faster with AI, from Prototype to Prod
- 100 Days of Code™: The Complete Python Pro Bootcamp
- The Vibe Coding Bootcamp: Become an AI-Augmented Developer

**Data Processing:** I hereby give consent for my personal data to be processed by your company for the purpose of conducting recruitment for the position for which I am applying.