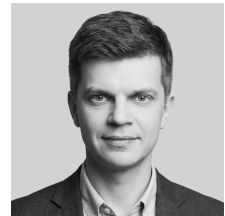


Tomasz Czarnecki

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SUMMARY

Founding AI product leader who ships AI products end-to-end, from strategy and discovery through to interfaces real teams adopt. Five years as the first product hire at Heineken's Global Analytics & AI Hub, where I shipped three production AI systems influencing €3.2B in annual spend and specialized in the hard part: turning probabilistic model output into tools non-technical teams trust and act on. I build what I spec: I prototype and de-risk in code (Python, React, agentic workflows), not hand off a doc and hope. Few AI PMs can both own product direction and build the thing themselves. That's the edge.

WORK EXPERIENCE

Independent AI Product Builder

May 2026 – Present

Going hands-on to build the kind of AI products I spent five years directing: closing the gap between specing agentic systems and shipping them myself. Building and running my own agentic tools. **Stack:** Python, LangGraph, Claude Code, MCP, React.

Founding AI Product Lead

Heineken (Global Analytics & AI Hub)

March 2021 – May 2026 • Amsterdam, NL (Remote)

First product hire in a startup-style AI/ML incubator. Owned product direction, discovery, and delivery for three production AI systems influencing €3.2B in annual commercial spend, as the sole product bridge between data science and the commercial org.

Allocation AI (Mercury): predictive budget-allocation system

- Owned the full lifecycle of a Bayesian allocation tool steering ~€3.2B in annual A/BTL + promo spend across markets, brands, and channels; made the call to move budgeting from intuition to model-driven.
- Projected** €172M net-revenue uplift in the 2026 plan; core to Heineken's EverGreen allocation goals.

Promo Advisor (v1 & v2): ML promo-optimization platform

- Owned it end-to-end; defined the three-module scope (Diagnostics, Scenario Simulator, Calendar Optimizer) and prioritized the roadmap that shipped it to 17 global markets.
- Cut promo-planning time 30–40%, reduced cannibalization ~15%, and moved historically money-losing promos to data-driven planning (benchmarked ~25% ROI improvement / 3–5% incremental GP per market).

Smart Flighting: weekly campaign-timing optimizer

- Led discovery and shipped an interactive simulator/optimizer to replace an Excel process ("Win with Execution"): a fact-based toolkit media teams use to test flighting plans against AI response curves.
- Targets** +1–1.5% net-revenue uplift from timing alone.

Across all three:

- Diagnosed that adoption, not model accuracy, was the real blocker, and owned the product call to make model uncertainty explainable and simulatable; turned distrusted outputs into tools non-technical teams act on (my core edge).
- Set up the shared React/MUI design system the hub's products run on; hands-on enough to build, which kept product and engineering aligned.

Product Designer (UX + Front-End)

Macopedia

January 2020 – March 2021 • Poznań, PL (Remote)

- Owned product delivery end-to-end for enterprise e-commerce clients (TYPO3, Magento): discovery and UX through to shipped production front-end. Accountable for what went live, not just the designs.
- Built a reusable component system adopted across multiple client builds (Pearson, Macmillan Education, Raben), cutting delivery time and holding quality consistent across the consultancy's portfolio.

EARLIER - COMPUTATIONAL DESIGN & BUSINESS DEVELOPMENT

2014 – 2019 • China (Onsite)

Lead / Algorithmic Designer (AREP; MAD Architects)

Built the generative and optimization systems other design teams ran on (genetic algorithms, evolutionary solvers - Grasshopper, Rhino, C#), optimizing large-scale projects under competing constraints (e.g. a 21M m² masterplan vs. wind, structure, cost): early constraint-driven systems work that maps onto today's agentic AI.

Project Lead & Business Developer (7 International)

Won ~70M RMB of new work from Chinese clients (negotiated in Mandarin), built and led a 12-person cross-cultural team and stood up the firm's first European office.

SKILLS

Product: AI product strategy · 0→1 discovery & delivery · prioritization & roadmapping · PRDs & OKRs · A/B testing & experimentation · go-to-market · full lifecycle ownership · stakeholder management · user research

AI & Technical: LLM applications · agentic & multi-agent workflows (LangGraph, Claude Code) · model evaluation (evals) · RAG · prompt engineering · uncertainty & explainability UX · design systems (React, MUI) · Python · fluent working with DS/ML teams

Languages: Polish (native) · English (C2) · Mandarin (B2)

EDUCATION

POZNAŃ UNIVERSITY OF TECHNOLOGY: M.Sc. & B.Eng., Architecture & Urban Planning

ISTANBUL TECHNICAL UNIVERSITY: Architecture, International Exchange

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 Production

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.