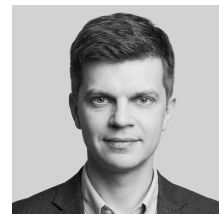


Tomasz Czarnecki

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SUMMARY

Founding AI Product Lead who ships AI products end-to-end. Five years as the first product hire at Heineken's Global Analytics & AI Hub: I shipped three production AI systems as one connected decision loop, where to spend, what to promote, when to promote, that ran **~€2.9B a year** of Heineken's marketing spend (**~9.8% of net revenue**), specializing 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, Next.js, 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

June 2026 – Present • Poland

A deliberate hands-on period after five years directing AI products: going deep on agentic AI engineering (Python, LangGraph, Claude Code, MCP) and building things myself instead of only specing them.

Founding AI Product Lead

Heineken • [Global Analytics & AI Hub](#)

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

First product hire, brought in to build the data foundation. When the hub moved to build its own tools, I drove the internal MVP that beat an external consultancy's proposal in a C-level review and won the funding to scale it. From there I owned strategy, discovery, and solution design across three production AI systems, one connected decision loop answering where, what and when, that ran **~€2.9B a year** of Heineken's marketing spend (**~9.8% of net revenue**).

Allocation AI (where to spend): predictive budget-allocation system

- Owned the full lifecycle of a Bayesian allocation tool for optimizing A/BTL + promo budgets, piloted in Brazil, Mexico, and the UK and scaling; made the call to move budgeting from intuition to model-driven.

Promo Advisor (what to promote, MVP → 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 multiple 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 (when to promote): 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)

- Wrote the parametric and optimization systems other design teams ran on (Grasshopper, Rhino, C#). At AREP, built the scripting library behind Chengdu EcoCity, a 21M m² urban masterplan that won first prize and went to construction. At MAD, used genetic algorithms and evolutionary solvers to optimize the 60,000 m² Xinhee Design Center membrane facade against structural load and cost. Same operation as today's agentic AI: set the objective, let the system search. The material was buildings, not software.

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 management • product strategy • 0→1 discovery & delivery • prioritization & roadmapping • PRDs & OKRs • A/B testing & experimentation • go-to-market • full lifecycle ownership • stakeholder management • cross-functional leadership • user research

AI & Technical: Generative AI • LLM applications • agentic & multi-agent workflows (LangGraph, Claude Code) • model evaluation (evals) • RAG • prompt engineering uncertainty UX • design systems (React, MUI) • Python • Next.js • 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: 365 Careers, Danielle Thé

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