

I've spent the last 10+ years building and running SaaS businesses, working across business development, customer experience and product. More recently, that has included building and selling AI-powered SaaS products to businesses, giving me first-hand experience of how AI is being used in real businesses.

Before SaaS ownership, I worked in PR, branding and events, including leading the marketing of Accountex and Legalex. Across those roles and my own businesses, I've worked closely with customers, partners, and software teams to understand what people need, develop new products and bring them to market.

Having seen the way the business landscape is changing with advancements in AI, I'm now choosing to specialise in AI governance and international standards through BSI's AI Management Practitioner training and ISO/IEC 42001. I particularly enjoy the prospect of taking complex technical subjects and making them clear, practical and useful to organisations.

PROFESSIONAL QUALIFICATIONS

BSI TRAINING ACADEMY / CERTIFIED AI MANAGEMENT PRACTITIONER QUALIFICATION

- ISO/IEC 42001:2023 – Artificial Intelligence (AI) Requirements
- ISO/IEC 42001:2023 – AI Controls Implementation
- ISO 42005 – AI System Impact Assessment
- ISO/IEC 23894 – AI Risk Management
- ISO/IEC 22989:2023 – AI Concepts & Terminology

PROFESSIONAL EXPERIENCE

QUUU LIMITED / CO-FOUNDER & HEAD OF CUSTOMER EXPERIENCE & PRODUCT

October 2015 - December 2025, BRISTOL (REMOTE)

Co-founded and grew Quuu, a SaaS content marketing platform serving thousands of businesses, agencies and marketers globally. I led customer experience, product strategy and commercial development, working closely with software developers throughout the product lifecycle to translate customer needs into practical product improvements.

As the market evolved, I co-led Quuu's pivot from a human-curated content platform into an AI-enabled content creation and curation service, combining multiple AI systems with editorial processes to deliver scalable, relevant content recommendations.

Key Responsibilities and Achievements

- Worked directly with customers and partners to understand business needs, identify commercial opportunities and shape product strategy.
- Collaborated closely with developers on product requirements, testing, prioritisation and the launch of new SaaS and AI-enabled features.
- Helped develop and position new product propositions in response to changes in customer behaviour, content marketing and generative AI.
- Improved onboarding and activation, contributing to higher conversion and the retirement of the free trial.
- Introduced personalised onboarding that retained 75% more customers beyond month three and increased average customer lifetime value to more than two years.
- Built customer education and support systems that reduced recurring support queries by 33% without increasing headcount.

SUPAWRITE (FORMERLY BLOGJOY) / CO-FOUNDER & SENIOR CSM

August 2024 - December 2025, BRISTOL (REMOTE)

I co-founded Supawrite, an AI-powered SEO content creation platform (SaaS). The service combined multiple AI tools, automated workflows and human oversight to help businesses plan, create and publish search-optimised content at scale. I led sales, onboarding, account development and ongoing client strategy.

- Worked with clients to understand their commercial objectives and translate them into practical SEO and AI-content strategies.
- Explained AI-enabled processes, product capabilities and performance data clearly to non-technical customers.
- Fed recurring customer needs, objections and quality concerns into product and service improvements.
- Managed complex client expectations around content quality, brand voice, delivery timescales and measurable outcomes.

MAGICBLOG / CO-FOUNDER - (PRIVATELY ACQUIRED)

December 2022 - February 2023, BRISTOL (REMOTE)

Co-founded and launched an early AI-powered blogging SaaS product, taking responsibility for **prompt design** and the content-generation workflow. **Attracted paying customers** shortly after launch and completed a private sale within three months.

INFINITE VISIONS / CO-FOUNDER & BRAND STRATEGIST

October 2014 - October 2015, BRISTOL (REMOTE)

I was tasked with **brand strategy and business development** for this branding agency focused on delivering detailed brand explorations and comprehensive guidelines to companies to elevate their brand.

PRYSM GROUP ACCOUNTEX & LEGALEX / DIRECTOR OF MARKETING

December 2013 - May 2015, BRISTOL

I was responsible for the **marketing and PR** of the world's largest accountancy exhibition and the UK's largest law industry trade show. For 2 years running I oversaw the successful growth of both events, resulting in each of them being acquired shortly after I left the company.

TCA GLOBAL / OPERATIONS & MARKETING DIRECTOR

June 2012 - January 2016, BRISTOL (REMOTE)

This role combined **project management, operations, logistics and marketing** skills, across 3 languages (English, Spanish and Portuguese). This involved the management of 2 EU-funded contracts in the Mercosur region, aimed at the harmonisation of standards, technical regulations and conformity assessment methods.

POKER FACE PR / FOUNDER - (PRIVATELY ACQUIRED)

December 2010 - January 2013, LUCCA, ITALY (REMOTE)

After university, I completed a Public Affairs internship with Grayling (part of WPP Group) before launching Poker Face PR, a digital public relations agency for professional poker players. Entirely self-taught, I grew the business to become the second-largest agency in its niche, representing two World Champions alongside a number of prominent online personalities and professional players. I subsequently sold the company to one of my Swiss clients. This experience gave me an early grounding in business development, client relationships and building a service from the ground up.

LANGUAGES

Brazilian Portuguese — Fluent
Spanish — Professional working proficiency
Italian — Conversational
French — Basic conversational proficiency

CORE SKILLS

Artificial Intelligence (AI) • AI Governance • AI Management Systems • AI Risk Management • AI System Impact Assessment • Responsible AI • AI Regulation • ISO/IEC 42001 • Business Development • Consultative B2B Sales • SaaS • Software Development Lifecycle (SDLC) • Technical Client Conversations • New Market Development • Vibe Coding • Account Management • Client Relationship Management • Customer Discovery • Stakeholder Management • Product Strategy • Cross-Functional Collaboration • Self-Motivating

EDUCATION

Cardiff University / Prifysgol Caerdydd

BA Italian and Spanish, Modern Languages

2005-2010

Trent College Independent School

A-Levels, French, Classics, English Literature, PE

2000 - 2005

OUTSIDE OF WORK

Triathlon

I started triathlon in 2018 and have completed 2 Ironman 70.3 distance races (St. Pölten & Barcelona), but also love sprints and olympic distances

Golf

I started playing golf when I was about 4 or 5 and this has been an enduring passion. I currently have a handicap of 5.4.

Vibe Coding

Have used AI to vibe code multiple apps, most recently www.Trader-Dash.com. Previously, as a non-technical founder relying on developers, this new AI capability has empowered creatives to actually realise their visions.

Samaritans Volunteering

I provide real-time support on the suicide lines for Samaritans (since 2024); it's an honour to be there for people in their time of need.

Financial Trading & Markets

I have traded since 2010. I enjoy reading extensively on the subject of investment strategies and I manage my own pension.

Antiques Dealing

My late Dad introduced me to the world of antiques, and recently I started my own site: www.spurr-antiques.com