

Ehsan Sadeghi

AI Product Manager · Unlimited right to work in the UK

United Kingdom • m.e.sadeghi@gmail.com • 07512 879979 • linkedin.com/in/mehsansadeghi

Summary

AI Product Manager with 13 years across product, engineering and startups, building B2B, B2C and SaaS products from 0 to 1. Currently in Vypr's Innovation Lab, the R&D team that takes an idea from research to a validated prototype. Trained as a computer engineer and still hands-on, designing and coding working AI prototypes end-to-end rather than just writing specs and decks.

Works across the full modern AI stack, from LLMs and NLP to computer vision and voice, applied to real products in market research, fintech and retail. Co-founded three startups, including Ostadkar, Iran's leading home-services marketplace, which grew past one million customers before exit.

Endorsed by the UK Tech Nation as Exceptional Talent in Product Management. Operates fluently across engineering, data science, design and customer teams to take an idea from first signal to shipped product.

Experience

AI Product Manager

Vypr

Manchester, UK

Apr 2024 – present

Vypr is a market research platform based on behavioural science, where brands test concepts, names, packaging, pricing and messaging with real consumers. I work in Vypr's Innovation Lab, the R&D team that prototypes and validates ideas before engineering takes them on.

- Took an AI-moderated qualitative research tool from PRD to working prototype, text and voice interviews in 8+ markets and languages, with transcript chat. PoC validated through customer demos with strong positive feedback, and engineering committed to productionising it inside Vypr Predict.
- Built the AI data quality system used daily by Vypr's Community team. Over 50 heuristic, ML and generative AI checks process millions of responses and remove thousands of fraudulent panellists each month. Now the team's main tool, used daily with confidence, with 99.4% of flags approved on manual human review.
- Led the synthetic respondent R&D project, simulating survey responses from twelve years of anonymised consumer data. Built AI agents proven to answer surveys with precision close to real panel data.
- Raised a customer-facing AI recommender from around 70% to 97% accuracy by building an internal evaluation platform with golden datasets, LLM-as-judge scoring, and cost and latency tracking. Now owned by product for ongoing AI quality maintenance.
- Originated and prototyped the AI features now live in Vypr Predict, including summarisation, multilingual translation, sentiment analysis, and an agent that recommends surveys from brief customer input using internal knowledge.
- Built Vypr's AI capability from zero. Ran multiple hackathons across around 25 people, introduced n8n, and established agentic coding practice. The Innovation Lab was the first team using Claude Code as its primary development tool.

Co-founder and Product Manager

London, UK

Teraformer

July 2023 – Apr 2024

A generative-AI startup building "talk to your X" digital twins of books, documents, memories, people, events and museum collections.

- Co-founded Teraformer and shaped product strategy, roadmap and architecture for an LLM-powered digital twin platform that lets users converse with a chosen subject's digital twin.
- Wrote the RAG pipeline that powered the digital twins. Solved the latency and cost problems of running RAG at scale over large knowledge stores, the binding constraint at the time, through architecture choices in retrieval and generation.
- Built and delivered multiple digital twins to real users; mix of free demos and paying customers.
- Refocused on Vypr full-time in April 2024; Teraformer did not continue afterwards.

NLP Product Owner

London, UK

VoxSmart

Mar 2022 – July 2023

An AI platform that mines voice and text from financial markets to surface quotes, trades and client intent for revenue, research and compliance teams.

- Managed knowledge transfer and post-acquisition integration of GreenKey's NLP technology, setting the combined product roadmap with the AI team.
- Upgraded ASR and NLP components to production quality, improving accuracy and latency for market deployment.
- Designed a cloud SaaS architecture with scalable REST APIs and robust data stores in collaboration with Engineering.
- Introduced a risk-assessment framework that optimised project budgets and delivery timelines.

Technical Product Manager (Contract)

Bristol, UK

Yantra Digital

July 2021 – Dec 2021

Computer-vision PPE-compliance platform for Shell, detecting hardhats and other safety equipment on oil-refinery personnel, with GIS and event triggers for hazard-zone monitoring.

- Trained two PPE-detection models on AWS to 96% precision in production, undercutting the cloud-AI alternatives on cost.
- Owned product discovery and the roadmap between Shell's business stakeholders and engineering; set up the product team's first OKRs, KPIs and Agile (Scrum) cadence, sprint-estimation error under 15%.

Co-founder and Product Manager

Manchester, UK

Safe Stream

Nov 2019 – July 2021

Vision Inventory, a B2B computer-vision SaaS for grocery shelf monitoring. Multi-object detection (tens to hundreds of products per shelf image) plus fine-grained recognition against a ~10,000-SKU catalogue.

- Built model-assisted annotation tooling, the model proposed candidate labels for each detected object, so annotators corrected rather than labelled from scratch, cutting both time and error. An early model-assisted-labelling (data-engine) approach, built 2019 to 2021.
- Led product discovery and a data-science and engineering team through customer interviews and market analysis; ~150K objects annotated across 2.5K shelf images for training, with end-to-end deployment on AWS.
- Built and demoed the platform to retailers; commercial traction stalled in the COVID-era retail downturn.

Product Manager, AI Trading Platform

Tehran, Iran

Tosan Ofogh

Dec 2018 – Nov 2019

A FinTech platform that traded equities automatically from AI signals, paired with a dashboard for tracking trade performance.

- Owned product direction for an NLP trading engine trained on 40TB+ of LexisNexis global news data; drove integration of the AI core into the Tosan Galaxy automated trading service in partnership with the AI team.
- Specified and co-designed a market-data warehouse ingesting feeds through RESTful APIs and Kafka for cleaning, validation and storage.
- Delivered seasonal OKRs at 93% achievement rate; 50+ B2B customers; turnover in the tens of thousands of pounds.

Co-founder and Product Manager (Exited)

Ostadkar

Tehran, Iran

Dec 2015 – Dec 2018

Market-leading home-services marketplace, built from zero, connecting 1M+ customers with 50K+ local professionals.

- Co-founded and built the product from scratch, ran the market and customer research and competitor analysis, then validated the concept hands-on: prototyped and manually tested two service models in a controlled environment within weeks, pivoting to the one that worked. Designed the first UX and UI before any designer or engineer was hired.
- Designed the professional ratings, badges and ranking-incentive system that drove supply quality, the core challenge in home services, a key factor in becoming the category leader.
- Improved customer-app funnel conversion by 35% on average through 70+ A/B experiments and consistent data analysis.
- Lifted the customer app to a 4.6 Google Play rating; oversaw three mobile apps, a customer web app and a back-office system.
- Led the 20-person product, engineering and design team (in a 70-person company), owned the roadmap, and ran OKRs and KPIs across the business.

Machine Learning Engineer

Sharif Vision Tech

Tehran, Iran

Sept 2012 – Nov 2015

A computer-vision platform for football-player tracking, used to extract performance data from matches for coaches and analysts.

- Built detection and tracking models for the player-tracking system; designed and selected the capture hardware; built the coach/analyst reporting UI, an end-to-end CV product, not just modelling.
- Sold via the Iran Football Federation to clubs; ~300 matches tracked across two operational years.

Education

University of Science and Culture

BSc in Computer Software Engineering

Tehran, Iran

Sept 2009 – June 2013

Side Projects

RAG sociologist assistant

2022 – 2025

Smart-sociologist AI assistant over hundreds of PDFs using n8n, Pinecone and OpenAI embeddings.

Speech platform SaaS

Jan 2024

Scalable speech APIs (transcription, text-to-speech, voice cloning) with user management and metered usage.

Personalised news platform

Jan 2025

Multi-source live-news ingestion with cleanup, embedding-based recommender that learns reader taste, multi-source summarisation with provenance.

IoT data-gathering platform

ESP32 + Hall-effect sensors + GSM modems publishing via MQTT to Mosquitto, persisted to Postgres; scaled to thousands of nodes.

Hackernews Telegram channel

2024 – present

RSS-driven summarisation pipeline that posts top Hackernews stories with matched imagery to a Telegram channel.

Awards and Honours

- Vypr Voscar - Agile award, Vypr, United Kingdom (2026).
- Endorsed as Exceptional Talent in Product Management, Tech Nation, United Kingdom (2019).
- 3rd Best Business Plan, Sharif University of Technology Entrepreneurship Award, Tehran (2015).
- 3rd Place, Vision QC Contest, Sharif University RoboCup, Tehran (2012).
- 2nd Place, regional contest, World Robot Olympiad, Tehran (2009).
- Phone-Controlled Irrigation System, registered patent, Tehran (2006).

Skills

Product: 0 to 1 product discovery, PRD authorship, roadmap and strategy, stakeholder alignment, customer and competitor research, PoC-driven validation, productionisation handoffs, A/B testing and CRO, OKRs/KPIs, cross-functional leadership.

AI Builder Toolkit: Agentic coding (Claude Code, OpenAI Codex). LLM orchestration and multi-agent workflows (LangChain, n8n). RAG over vector stores (Pinecone, embedding models). Prompt engineering and prompt management. LLM-as-judge and golden-dataset evaluation. OpenAI and Anthropic APIs. Text-to-image generation and image editing. ASR / voice pipelines.

AI / ML Domains: NLP (summarisation, sentiment, translation, NER, RAG). Computer vision (object detection, fine-grained recognition, tracking). Voice (ASR/TTS, conversational interfaces). Synthetic data and digital-twin simulation. AI quality control and fraud detection. GDPR-compliant AI design.

Engineering and Data: Python, SQL. AWS. Database and API design. Architecture for cost/latency at scale.