Curro Casas

CONTACT

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EDUCATION

ESADE Business School
Sept 2015 – May 2017
FULL TIME MBA (Innovation & Entrepreneurship)

US (Universidad de Sevilla)
Sept 2006 – Feb 2012
BSc Industrial Engineering & MSc Energy Engineering

SKILLS

AI Strategy & ROI

Expert
Agentic Orchestration

Expert
LLM Evals & Guardrails

Expert
Workflow Automation

Expert
Stakeholder Alignment

Advanced
Data & Analytics

Advanced

PROGRAMMING

HTML, JS, CSS, APIs, Liquid

Claude Code, Python — Expert

Advanced

LANGUAGES

Spanish — Native

English — Fluent

German — Advanced

AI PRODUCT LEADER | LLM AGENTS & AI AUTOMATION

AI Product Leader with 13+ years turning complex, manual workflows into LLM- and agent-driven products with measurable business impact at Amazon, ADP, and as an AI founder. Expert in agentic orchestration, LLM evaluation and guardrails, and high-trust financial and payroll data systems serving 1.1M+ clients. Hands-on builder who partners with domain experts to find, prioritize, and ship the highest-ROI AI use cases.

PROFESSIONAL EXPERIENCE

Independent Product & Technical Advisory | New York | Feb 2026 – Today

AI PRODUCT ENTREPRENEUR & TECHNOLOGY CONSULTANT

Building AI products hands-on and advising teams on turning manual workflows into agentic tools, after a decade leading platforms at scale.

- **Agentic Operations:** Built Python/LLM agents for KPI reporting, inventory forecasting, and AI search positioning, eliminating 80%+ of manual operational work.
- **Greenfield AI Product:** Built Brummell solo from blank repo to live beta in 5 months (iOS styling app, Shopify app and MCP server) with Claude Code agents as the dev team.
- **LLM Evals & Unit Economics:** Gated every model change with golden-set evals, cutting vision cost 85% at 98.6% accuracy and doubling outfit-quality pass rate.
- **Platform Growth:** Re-architected e-commerce infrastructure and funnels, tripling conversion and driving 4× YoY revenue growth.

Alexa at Amazon | New York | Dec 2021 – May 2026 *(4.5 years)*

SR. TECHNICAL PRODUCT LEADER, AI PLATFORM

Led AI platform strategy for 600M+ Alexa devices, aligning 80+ domain and 10+ platform teams on one roadmap for billions of weekly LLM interactions.

- **Agentic Automation:** Led an MCP-based agent system automating triage, root-cause, and fixes for 30K weekly defect tickets; pilot cut resolution time 50%.
- **LLM Quality & Guardrails:** Built LLM-as-a-judge evals, shadow testing, and self-reflection systems, cutting hallucination (false-claim) rates from 1.1% to <0.1%.
- **Developer Velocity:** Built AI developer tools and automated evals, accelerating releases from 5 weeks to <1 week and reducing defects by 70%.
- **Cost Efficiency:** Designed AI systems that cut compute costs by 68% and raised response accuracy to >95% within strict latency limits.
- **Revenue Growth:** Enabled +70% YoY developer revenue growth by improving quality, discovery, and retention.

DataCloud Platform at ADP | New York | Dec 2019 – Dec 2021 *(2 years)*

LEAD PRODUCT MANAGER, DATA & AI PLATFORM

Led global data and AI platform strategy and a team of 3 PMs, serving 1.1M clients including 80%+ of the Fortune 500, representing 1 in 6 U.S. employees.

- **Global Platform Expansion:** Deployed DataCloud across 30+ countries, integrating payroll data pipelines with global systems to drive +42% YoY revenue growth.
- **AI Analytics:** Launched AI-powered pay-equity and compensation benchmarking products: +28% YoY net sales, +10% engagement, +200 bps retention.
- **Operational Velocity:** Streamlined release and operating cadence, achieving 3× faster time-to-value and an 80% cut in internal coordination overhead.

ITAV Trip, Travel Tech Startup | Barcelona | Jun 2017 – May 2019 *(2 years)*

CEO, FOUNDER & HEAD OF PRODUCT

Founded a travel-tech startup and led an international team to launch cross-platform apps reaching 10k+ users, 2k+ trips planned, and EUR 20k sales in the first 6 months.

Airbus | Hamburg | Mar 2012 – Jul 2015 *(3.5 years)*

PRODUCT MANAGER

Led technical product for critical aircraft systems within the €15B A350 program, coordinating 5+ international OEMs and developing Python simulations to optimize performance and operations.