Juan David Gomez Villalba

Senior Software Engineer • AI Agents, CRM & Lead Generation • Ships fast

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$100K+/yr	**22K**	**89% → 3%**	**400+**
AI spend cut (about 90%)	companies my AI agents scan daily	AI false claims on CRM updates	changes shipped in 2 years

Senior software engineer and founding engineer (one of the first eight) at an **AI CRM and lead-generation startup** serving large US law firms. I own the business-critical systems: the AI agents that find sales leads, the CRM data they write, and the fix when production breaks. On the side I build the same for **small businesses**: a 32-room hotel runs its pricing, bookings and 7am owner brief on AI I built.

EXPERIENCE

Postilize
Nov. 2024 – Present

Senior Software Engineer (Mar. 2025 – Present) • Software Engineer (Nov. 2024 – Mar. 2025) — Toronto, ON (Remote)

- **Architected and operate the AI lead-signals engine.** Agents search 22K companies a day and turn 1.17M search results into **8,660 sales signals in 13.5 hours**, at $31 per 1,000 signals.
- **Cut AI spend 90% ($100K+/yr, est.) while scaling 4x.** 70K → 280K articles/day and 1 → 4 regions. Deterministic prefilters send under 2% of search results to an LLM; spend circuit breakers and per-signal cost tracking cover the rest.
- **Made the AI trustworthy.** Built the LLM evaluation and human-review platform that gates 5,900 CRM updates a day, with per-client kill switches; redesigned the evaluator to cut false "already in CRM" claims 89% → 3%. Added AI decision gates that **refuse instead of guess**.
- **Led the fixes on live client data.** Across 156K relationship records, cut wrong-owner records **6.5%** → **1.0%**; removed 61K duplicate contacts with zero measured identity-safety violations.
- **Shipped the CRM and lead-gen features users open daily.** Smart Outreach (finds the right decision-maker for each signal, drafts the email, one-click send), an Outlook-simple outreach screen non-technical users adopted, delegated sending, job-change alerts, AI reply classification, and the first CRM Cleanse on **HubSpot**.
- **Took the AI email platform from prototype to production.** FastAPI, Celery and Redis; CrewAI, then Autogen with Perplexity research. Launched Deep Research and Keep In Touch agents, extending the product from sales into client retention.
- **Built it to keep running.** Jobs resume after crashes, nothing is double-counted, and every failure is visible end to end across three repos (BullMQ, Celery, KEDA on Azure).

Merakii Seaview Escape
2026 – Present

Forward Deployed Engineer (Contract), working directly with the owner • 32-room hotel, Curaçao — Remote

- **Gave a small business its own AI operations stack.** The owner asks about bookings in plain English (AI connected to Cloudbeds, their booking system) and gets a **7am daily brief**: arrivals, balances to chase, 14-day occupancy.
- **Automated pricing and bookings.** They run unattended; a replay over 131K pricing decisions reproduces the incumbent revenue manager exactly; 20 months of sales data reshaped the menu. Shipped the website.

Forta Foundation
Feb. 2023 – Jun. 2024

Software Developer, Blockchain Security (Part-time) — Remote

- **Real-time fraud and exploit detection.** 800K–1.2M datapoints/day with zero data loss; 80% faster processing; 8+ ML alerting models in Docker.

PROJECTS

CharityCompass.ca – AI semantic search over 83,761 Canadian charities; built and run solo — Next.js, DuckDB, embeddings

SiteLog – construction-site app, co-founder; live pilot with four companies in Toronto — TypeScript PWA, MongoDB

Open source – MCP SDK v2 migrations (serena, Notion MCP server); two Claude Code plugins — MCP, Python, TypeScript

SKILLS

AI: AI agents, AI automation, chatbots, LLM evaluation, human-in-the-loop, RAG, prompt engineering, OpenAI, CrewAI, Autogen
Build: Python, TypeScript, FastAPI, Node.js, React, Next.js, MongoDB, PostgreSQL, Redis, BullMQ, Celery
Integrations: HubSpot, Cloudbeds, RocketReach, LinkedIn, OpenRouter, MCP, webhooks, REST APIs
Run: Azure Container Apps, KEDA, Docker, Cloudflare Workers, CI/CD, observability, cost attribution, feature flags
Languages: English and Spanish (native)

EDUCATION

Goldsmiths, University of London
Oct. 2020 – May 2024

BSc Computer Science (Machine Learning & AI) • **First Class Honours** — London, UK