



Adrian Teh

Technical Product Leader / Exited Founder

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Technical Product Leader with a track record of building and scaling B2B SaaS, fintech, and AI platforms. Combines hands-on engineering skills (Ruby on Rails, React) with strategic product leadership to deliver high-impact solutions. Founder and builder by nature, with experience leading 0→1 launches, embedded finance APIs, proptech, and AI-powered (Generative AI) customer support tools.

Qualifications Summary

- **Exited founder** with 15+ years of experience building, scaling, and leading B2B SaaS, fintech, and AI products from concept to acquisition.
- Proven track record in **0→1 product delivery**, revenue growth, and leading cross-functional teams through high-impact launches and strategic pivots.
- Hands-on **full-stack engineer** (Ruby on Rails, React) with deep expertise in product architecture, API design, and scalable SaaS platforms.
- Skilled in aligning **product strategy with business goals**, collaborating with stakeholders across Product, Engineering, Sales, Marketing, and Support.
- Experienced in **Lean Startup, Build-Measure-Learn, Customer Journey and User Story Mapping, Scrum**, and agile practices, driving data-informed product decisions and rapid iteration.
- Adept at bridging technical and non-technical teams, ensuring clear communication, efficient delivery, and strong stakeholder buy-in.

Career Experience

Askbud.ai, Montreal

2024 – 2025

Builder-in-Learning (Generative AI)

Built Askbud as a hands-on learning initiative to explore the intersection of AI, product design, and customer experience. The platform enables businesses to deliver instant, AI-powered support via QR codes or website chat - reducing friction for customers while deepening product engagement.

- Designed and developed the full-stack architecture for an AI assistant platform that integrates QR code triggers and website widgets.
- Implemented retrieval-augmented generation (RAG) pipelines to ensure accurate, context-aware support responses based on business documents and customer queries.
- Ran live tests with real customers and iterated rapidly on UX, onboarding, and AI assistant training workflows.
- Explored monetization models and GTM strategies for use cases in property management, ecommerce, and B2B SaaS.

- Treated the project as a personal R&D lab to deepen skills in LLM APIs, vector search, agentic workflows, and applied machine learning.

Stenn Technologies, London, UK

2023 – 2024

Director of Product, Partnerships / Embedded API for Invoice Financing & eCom

Brought on to lead the end-to-end development of Stenn's embedded finance API - from vision to launch - as part of its mission to become the global working capital infrastructure for the Internet. Drove product and GTM strategy to help partner platforms offer invoice financing to underserved SMEs across global markets.

- Launched Stenn's Invoice Financing API with embeddable UI components, enabling partner platforms to seamlessly integrate financing capabilities for their SME customers.
- Defined and executed the GTM strategy in collaboration with partnerships, sales, and revenue operations
- Owned end-to-end product lifecycle including roadmap development, API design, partner portal, and developer experience (docs, SDKs, onboarding flows).
- Led technical and commercial discovery with partners across B2B marketplaces, eCom platforms, and SaaS - translating needs into scalable embedded finance use cases.
- Built internal alignment across product, engineering, credit, and legal, accelerating time-to-market for partner-led embedded solutions.

Clearco, Toronto

2021 – 2022

Director of Engineering & Product

Oversaw product roadmap development, including front-end design and back-end development for the e-commerce acquisition marketplace in collaboration with internal and external stakeholders through customer discovery with e-commerce founders and aggregators looking for successful acquisitions and exits.

- Facilitated the first successful exit/acquisition for 8 e-commerce businesses worth >\$15M within the first 6 months.
- Expanded the marketplace to 50 aggregators and 300 e-commerce businesses within the first 6 months, achieving an average of 2 active deals per aggregator initiated.

Frontsteps, Denver

2017 – 2021

Director of Product

Accounted for P&L ownership, product delivery, go-to-market strategies, and customer conversion. Conducted product planning and execution through product life cycle, including collection and prioritization of product and customer requirements, product validation, and definition of product vision in collaboration with Development, Q&A, Sales, Marketing, and Support to meet company goals.

- Spearheaded a re-branding effort of Frontstep's new community platform powered by Evercondo.
- Aligned objectives, milestones, and timelines across various product teams in Frontsteps, effectively integrating work into the Evercondo platform.
- Migrated over 2 million household users from legacy platforms to the new community platform.

Frontsteps, Denver

2017 – 2021

Application Architect & Team Leader

Led a technical team with responsibility for hiring and training new engineers. Established best practices and guidelines for development and communication. Oversaw architectural design of the Frontsteps community application. Participated in daily development and documentation of application development processes. Collaborated with product managers and owners to align product roadmap, feature requirements, user stories, and scrum events.

- Implemented a micro-service architecture to serve as a proxy for integration of various accounting platforms into the core Frontsteps community application.

- Synched, normalized, and standardized data from various accounting platforms with different data structures, enabling the core Frontsteps application to consume financial records via a clean RESTful API.
- Designed an architecture and scalable process, supporting the creation of a white-labeled mobile for Android and iOS using Ionic Framework.
- Implemented successful single sign-on across all product lines using Auth0 as an identity provider through trickle migration, resulting in minimal customer support tickets.
- Developed online payments that generated ~\$50K monthly within the first year.

Evercondo, Toronto (Acquired)

2013 – 2017

Chief Technology Officer & Co-Founder

Planned and executed company vision from customer discovery and requirements gathering to the design, development, and deployment of the Evercondo platform using Lean Startup Build-Measure-Learn cycle.

- Expanded business from \$18K ARR to \$1M ARR in 3 years.
- Increased customer base from Montreal to Ontario and U.S. with minimal acquisition cost.
- Secured the largest player in the industry in 2017 through strategic acquisition of the platform.
- Achieved first-to-launch white-labeled mobile solutions to the property management space.

Ballistiq, Montreal

2012 – 2013

Senior Ruby on Rails Engineer

Managed end-to-end development for various customers (i.e. AutoDesk, Epic Games) projects from requirements gathering to planning, development, and deployment. Operated alongside customers to understand their vision and business model and effectively plan and develop a minimal viable product within established budget and timeline.

Freelancer Software Engineer, Kuala Lumpur

2008 – 2012

Ruby on Rails Engineer

Collaborated with a team of remote engineers and product manager on end-to-end development for various customer's projects (i.e. CRM for Docomo Japan, Customer Loyalty Management Software). Operated alongside customers to understand their vision and business model and effectively plan and develop a minimal viable product within established budget and timeline.

Diethelm Keller Siber Hegner (DKSH), Kuala Lumpur

2005 – 2008

Business Process Optimization Consultant

Assessed and optimized systems, cross-functional processes, and strategies of various business units and operations in Malaysia, Hong Kong, Thailand, Philippines, Netherlands, France, Germany, and Switzerland. Completed end-to-end business processes mapping, re-design, and optimizations. Performed analysis using DIOs, DACIs, Activity Based Costing, and Activity Analysis. Conducted requirements gathering and change management workshops. Presented storylines to senior executive stakeholders. Created course materials and conducted BPO training for new staff orientation.

- Completed numerous projects, including BPO for a Consumer Goods Division – Order to Cash Cycle; implemented real-time sales order capturing and realigned sales force throughout Malaysia and Thailand.
- Consolidated finance and administration for a Strategic Raw Division throughout Europe in Switzerland, France, London, Italy, Austria, and Germany.

Education

Bachelor of Information Technology

Queensland University of Technology, Brisbane

High Distinction in Enterprise Systems, Web Applications, Electronic Commerce Technologies, and Network Services

Distinction in Enterprise System Applications, Network Administration, Windows Administration, Data Security, Application Programming, and Creating New Enterprises

Notable Projects: Developed web server in Perl & developed a use car marketplace in .NET

SUN Certified Java 2 Developer