

Manish Shetty

AI Deployment and Automation Lead

Bengaluru, India | Open to remote work and relocation | Available immediately

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SUMMARY

I build AI systems and automations by directing AI coding agents (Claude Code, Codex), and I make them safe to run inside a business. I've built five systems end to end: internal AI tools for outreach, reporting and content with approval built into the code, a Stripe sales and lifecycle-automation platform, an AI sales-research pipeline that costs about USD 0.11 a run and cannot store an unsourced fact, a 57-table execution-monitoring SaaS and a GDPR-first programme platform for sensitive data, each built with automated tests, a release gate and human sign-off. I've also built a 200+ client practice, sold technical products in the Gulf and led a remote team of up to eight, so I'm as comfortable in front of customers as I am in the build.

EXPERIENCE

Founder; AI Systems and Automation Lead | Phalanx Labs | Remote

2021 - Present

Built the company's AI systems and automations by directing AI coding agents (Claude Code, Codex): I set what each system must do and must never do, the agents draft the specifications and code, and I review, test and sign off every release.

Internal AI tools: outreach, reporting and content automation (Claude Code, Codex, Python, Node.js, Remotion, Playwright)

- Built an outreach engine that drafts one-to-one messages only from verified evidence: personal facts from supplied profile evidence, company facts from official sources, every draft linted and checked against a 10-point list, and every message sent by a person.
- Built a findings-report generator with approval written into the code: a 13-rule claim checker caught 15 of 15 planted errors, and the generator refused all 3 unsigned reports, rendering nothing without a named sign-off.
- Built a content engine that plans daily posts from a 506-tag bank (150 draws, no repeats), checks each post against 8 hard rules and makes images and short videos only from approved words; also rebuilt the company website (Lighthouse 100 on desktop in all four categories).

BCD: sales, delivery and lifecycle-automation platform (Stripe, Supabase, Resend, Meta Marketing API, MCP, Vercel)

- Built the company's sales platform end to end: Stripe checkout with a multi-step offer ladder enforced on the server, automatic delivery and lifecycle email, so a sale is fulfilled with no manual step.
- Automated the operations around it: payment webhooks, email send and suppression rules, server-side ad conversion tracking with a strict privacy boundary, and one revenue ledger that every report reads from.
- Shipped through one release gate of about 1,900 automated tests and 66 database test suites; a late or mismatched payment grants nothing and alerts within a minute, and a pre-launch review found six defects, each fixed with a regression test the same day.

Mandate Radar: AI sales-research pipeline (Python, Anthropic API, Serper search, SQLite)

- Built an AI pipeline that turns a news event into a ranked sales lead with a researched contact and a draft message, reaching contact research in under a minute (median) at about USD 0.11 per run.
- Made invented facts impossible to save: every fact needs a source and a verbatim quote, enforced in code and in the database (290 of 290 stored facts sourced; every unsourced insert rejected in testing).
- Capped spend before every paid AI call, with a daily ceiling, a cost record per call and a cheap model screening leads before a stronger one is used; kept a human in the loop, with drafts checked automatically first (20 of 20 planted errors caught, 273 automated tests).

Forge: execution-monitoring SaaS (Next.js, TypeScript, Supabase, Vercel)

- Delivered version 1 of a 57-table SaaS in about 10 weeks against a 14 to 21 week plan, in gated phases, each opened from a written spec and closed on my sign-off, with about 2,000 automated tests.
- Directed a daily check-in engine that turns answers into 8 metrics and early-warning alerts, tuned so a status changes only after a sustained shift (0 false status flips in testing against 13 for a simple rule).
- Caught a flaw the tests missed: it would have sent a crisis alert every Monday to anyone who rested at the weekend. Directed the fix and confirmed it in simulation (0 false Monday alerts against 2).

Transformation Accelerator: 90-day programme platform for sensitive data (Next.js, Supabase (EU region))

- Set the data protection for sensitive health-related disclosures: EU hosting, access control on all 71 tables, explicit deletion paths and a privacy-safe audit log.
- Ran a review process that caught two security defects early, including one that would have let a client read another client's programme.

How I run AI agents

- Set the operating rules every AI agent follows across the five systems: a written brief per project, approval gates for spending and anything customer-facing, hard cost ceilings, and an independent review before launch. Added an ask-before-any-paid-call rule after an agent made 89 unapproved calls.

Client practice and team

- Built a 200+ client practice from zero through long-form content and a 2,000+ subscriber newsletter, selling to and onboarding every client myself and delivering against each client's own goals.
- Designed the 90-day programme clients followed, with each of its 48 components graded against published evidence.
- Led a remote team of up to eight since 2022: operations, appointment setting, content and media, a launch project manager, a virtual assistant and two client success managers.

Graduate Entrepreneurship Programme | Birmingham City University | Birmingham, UK **2018 - 2021**

Engineer, Technical Bids and Vendor Management | Aston UK International Ltd | Birmingham, UK **2017 - 2018**

- Wrote technical bids for Fortune 500 clients and managed vendors.

Technical Sales Engineer | Aatiq Al Dhaheri & Co. LLC | Abu Dhabi, UAE **2015 - 2016**

- Sold about AED 1 million of technical products, set up an OEM supply partnership and ran product demonstrations at ADIPEC.

Mechanical Engineer | Contract Resources Petrochemical Services | Gujarat, India **2015**

Computational Design Intern | Mercedes-Benz Research and Development India | Bengaluru, India **2014 - 2015**

SKILLS

AI and automation: Claude Code, Codex, Anthropic API, OpenAI API, LLM workflows, AI agents, prompt design, model routing, MCP, workflow automation, Make, Zapier

Integration and platforms: REST APIs, webhooks, Stripe, Supabase, Resend, Meta Marketing API, Vercel

Delivery and quality: Requirements and acceptance criteria, automated testing, release gates, AI evaluation (evals), cost control, human approval steps, privacy by design

Customer and team: Discovery and scoping, solution design, demos and proofs of concept, proposals, implementation, client onboarding and training, stakeholder management, team leadership

EDUCATION

MSc Enterprise Systems Management, Birmingham City University, 2.1 with commendation **2017 - 2019**

B.E. Mechanical Engineering, Visvesvaraya Technological University, First class **2010 - 2014**