# Ed Shadi.

## I build AI-native products and the high-performing teams behind them, and I've done every layer of the stack by hand.



My startups have been backed by Learn Capital and 500 Global, and WOW AI is part of Antler's residency. Before that I led about 90 engineers at Typeform and was on the founding team at Dev Bootcamp. 20+ years building international teams in San Francisco and Barcelona.

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|---|---|---|---|
| **20+** years shipping software | **40+** AI agents in production | **500+** developers taught | **50+** startups taken AI-native |

AI-NATIVE TEAMS

### Four developers, seven weeks, production.

At WOW AI, four developers took our current product from nothing to production in **7 weeks**. In one four-week stretch they shipped **93 planned deliverables**. We merge about 4 changes every working day, with a median of **4.9 hours** from opened to merged. Of 766 changes since February, **1.8% needed a hotfix and none were reverted**, which is elite-tier on the DORA benchmarks. That comes from restructuring the team around AI. You can't use AI in the old ways and expect to be more productive.

AGENTS AND ORCHESTRATION

### Three years of agents that run in production.

Four products so far. The current platform's core is a **16-agent typed dependency graph**, with 30+ more agents around it. Each has a declared failure mode, fallback, validators and a tracked cost, across **2,500+ production runs** at about **$0.12 of AI per round**. I also built Runstream, an autonomous delivery pipeline (issue → plan → parallel agents → review → PR). It taught me where autonomy pays off and where human judgment has to stay.

AI AND DATA

### AI that answers from real data.

The merchant co-pilot I built ran over **17.8M rows across 30 Shopify and Salla stores** in BigQuery, with self-correcting text-to-SQL. Moving from raw tables to a modelled layer with pinned metric definitions is what made its answers reliable and cheap. Our current warehouse merges tens of sources and is guarded by **193 automated data tests**. An AI analyst answers plain-English questions on it.

LEADERSHIP AND CRAFT

### Building teams, hands on every layer.

At Typeform I was Director of Engineering for about **90 engineers across 7 cross-functional teams**, on microservices and microfrontends. Mentoring engineers is what I do best: it started on the founding team at Dev Bootcamp and runs through every team since. I've done each part of the software lifecycle myself, from infrastructure as code on Google Cloud to data engineering, APIs, frontend and DevOps, and I still ship code.

WHERE I'VE BEEN

- **WOW AI** · Co-founder & CTO · Remote
  AI-native products, including WOW Webinar: a URL in, a complete webinar funnel out.
- **SmartyGuide AI** · Founder & CTO · Remote
  Multilingual AI concierge for hotels and vacation rentals.
- **CoLearn** · Co-founder & CTO · Remote
  Online schooling with accredited US public schools.
- **Typeform** · Director of Engineering · Barcelona
  Integrations, growth and platform teams; frontend across the org.
- **Dev Bootcamp** · Founding team, Principal Engineer & Lead Instructor · San Francisco
  15-week immersive program; built its learning platform and ran Labs.
- **Change.org** · Team Lead · San Francisco
  Led engineering teams, full stack on Rails and JavaScript.

BACKED BY

500 Global · Learn Capital · Antler residency

TEACHING AND SPEAKING

I started teaching at Dev Bootcamp and never stopped. My recent masterclass, "What Three Years and $100K Building AI Agents Taught Me", drew **703 registrants**. A session on AI-native teams follows.

LANGUAGES AND EDUCATION

English, Arabic, French, Spanish.
B.S. Computer Science, Franklin University.
B.A. Political Science and Economics, The American University in Cairo.