# Pierre Derval

Technology & Product Executive | CPTO for six years | Enterprise B2B SaaS

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## SUMMARY

20+ years in enterprise software. I spent the last six as CPTO of CluedIn, which I co-founded and where I sat on the board. I ran product and engineering there, 40 people including 30 engineers, all reporting to me, while the company grew to around US$6M ARR.

I am now Head of AI and Business Transformation at Vertuoza and report to the CEO. My job is to change how a 30-engineer organisation ships software. Median time to market has gone from 65 days to 6. I started as a developer and was a principal architect before I managed teams.

## SELECTED RESULTS

- Vertuoza: median time to market down from 65 days to 6, with ten times more pull requests and the same human review on each
- CluedIn: multi-tenant SaaS platform delivered in 4 months (PaaS to SaaS), which cut customer onboarding from 3 months to a few days
- CluedIn: around US$6M ARR with regulated enterprise customers, average ACV above 300k
- CluedIn: 80% of customers adopted the new AI features within 6 months

## WHAT I DO

- Run engineering and product organisations: hiring, performance, delivery, architecture
- Own product strategy, roadmap and pricing with the CEO and Sales
- Put AI into production and into the way engineering teams work

## EXPERIENCE

### Head of AI and Business Transformation, Vertuoza (Belgium) | 2026 - present

B2B construction-management SaaS. Reporting to the CEO. I work across 30 engineers, 4 product managers and 2 designers.

- Asked by the CEO to change how the company builds and delivers software with AI.
- Created Omni-loop, the framework our teams use to ship with coding agents while keeping human review. Median time to market went from 65 days to 6 and agents now write about 40% of merged work.
- Put AI Advisor and MCP (Model Context Protocol) into production with the Platform team.
- Automated part of support and bug fixing with AI.

### Chief Product & Technology Officer (CPTO), CluedIn (Brussels) | 2020 - 2026

Enterprise data management and AI platform for regulated enterprises. ACV 300k+, around US$6M ARR, SOC 2 Type II.

- Co-founder and board member. Reported to the CEO.
- Led product and engineering: 40 people, of which 30 engineers, plus product, design and support. Everyone in product and technology reported to me, team leads included.
- Did the final interview for every engineering and product hire.
- Led the move from PaaS to multi-tenant SaaS in 4 months. Customer implementation went from about 3 months to a few days.
- Ran the platform for regulated enterprise customers under SOC 2 Type II, with a 4-hour incident response commitment.
- Owned product strategy and roadmap. Designed SaaS and AI pricing with the head of Sales and took part in the large enterprise deals and renewals.
- Built agentic AI workflows on Azure OpenAI and Ollama, with audit trail, testing and rollback. Launching a new agent went from weeks to hours.
- Built the customer health scoring used by Product, Support and Customer Success.

### Principal Architect, Adform (London) | 2016 - 2020

Enterprise advertising platform. Cross-product architecture across about 80 engineers.

- Led the platform engineering initiative to unify UX and UI across product verticals. It involved about 80 engineers, and I set the front-end architecture rules their teams followed.
- Pushed API unification across business units with GraphQL federation.
- Worked on Adform FLOW, which later received a Red Dot award for interface and user experience.

### Lead Developer, Sitecore (Copenhagen) | 2012 - 2016

Innovation team, during Sitecore's move from CMS to a wider digital suite.

- Helped build SPEAK, the .NET and TypeScript framework used to build vertical applications across Sitecore.
- Supported internal teams and partners building on it, and worked with the evangelists on adoption.
- Technical interviewer for engineering hires.

### VP Product Development, Amilia (Montreal) | 2010 - 2012

- Led the development team of a SaaS application: hiring, growing the team, delivery.
- Owned the architecture of the web application.
- Worked with Product and Sales on priorities and roadmap.

### Earlier engineering and leadership roles, Brussels | 2005 - 2009

Aubay (AG Insurance), Genivar, Experteam (BNP Paribas Fortis), IT consulting for SMEs

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## TECHNOLOGY

- Architecture and cloud: multi-tenant SaaS, API design, GraphQL federation, Azure, GCP, Kubernetes, CI/CD, infrastructure as code
- AI: agentic workflows, Azure OpenAI, Ollama, MCP, Claude Code, OpenRouter, Mastra, Inngest
- Data and code: SQL, Elasticsearch, Neo4j, Microsoft Fabric, TypeScript, Node.js, React, Python

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## EDUCATION AND LANGUAGES

- Master in Computer Science, ISIMS, Mons (Belgium)
- French (native), English (fluent), Dutch (basic)