



DYLAN TULLBERG

Product Leadership & Delivery | AI & Modernization

Hilversum, Netherlands · EU work authorization, no sponsorship required

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PROFILE

Product leader and hands-on builder with experience delivering international digital projects, building AI products, and founding and running a nationwide ISP. I connect customer needs and business priorities, set direction with teams, and stay close to implementation and delivery.

EXPERIENCE

AI Solutions Engineer | Aquablu | Jan 2026 - Present

AI product development across Aura2, Orbit, and Atlas, with responsibility for Aura2's AI experience.

Aura2: AI assistance for staff, partners, and clients across Aquablu's connected-device operations.

- Defined and built Aura2's AI experience, working with the team on the wider platform. Developed the assistant with agents for four languages and 45 role-scoped capabilities, using support-ticket analysis to set priorities.
- Initiated and built the evaluation platform, with adversarial tests and release gates for answer quality, permissions, tool use, and task completion.
- Implemented memory and personalization with privacy and role controls, auditable answers, and cost visibility.
- Established agent-assisted development workflows with automated quality checks, CI validation, and deployment-drift detection.

Orbit: Designed and built a control system for governed AI engineering across projects and tools.

- Established policy-based routing, isolated runs, human approvals, recovery, and an evidence trail for agent work.

Atlas: Company research and contact qualification for sales teams, connecting discovery, outreach preparation, and CRM delivery.

- Developed research workflows that apply ideal-customer criteria to companies and potential buyers, with sales feedback informing human review.
- Added operator tools, quality checks, and recovery controls to keep incomplete records from reaching sales.

Internal AI enablement: Supported colleagues using AI and co-facilitated cross-division hackathons.

Senior Associate | Modus21 | Jan 2025 - Jul 2025

Proxy Product Owner and analyst at Modus21, subcontracting to KPMG on a government logistics and sales modernization program.

- Reconstructed legacy requirements using AI-assisted analysis of specifications, notes, and stakeholder discussions without source-code access, producing stories, acceptance criteria, and pseudocode.
- Coordinated product, engineering, and operations in a restricted SAFe Java/Appian environment. Delivery throughput increased approximately 30x during the engagement.

Independent | Product Development & Delivery | Jan 2023 - 2025

- Improved AutoGlass conversion rate from 6.5% to 40% through Google Ads, landing-page optimization, and supporting CRM integration.
- Designed and launched jonwe.com and Borne Salon, from UX and architecture through deployment for e-commerce and service-brand websites.

Senior Administrator & Analyst | The MIL Corporation | Jan 2024 - Jan 2025

Business analysis and Jira administration for the U.S. Department of State's global Oracle HR/payroll modernization.

- Implemented Jama traceability, redesigned workflows, and automated imports, with approximately 20% efficiency gains.

EXPERIENCE CONTINUED

Co-Founder | UserHero | Oct 2023 - Feb 2024

- Co-founded and piloted an AI platform that helped creators and brands find engaged groups within their audiences and develop targeted campaigns. Shaped the product, built prototypes, and tested them with early clients.

Senior Business Analyst & Project Manager | NOAA / Lynker | Mar 2017 - Apr 2023

- Coordinated modernization across NOAA's Office for Coastal Management and Digital Coast infrastructure, mapping, and administrative platforms, bringing government stakeholders, contractors, and technical teams together.
- Modernized the Historical Hurricane Tracker, with UX and accessibility improvements associated with double-digit growth in traffic and engagement.
- Launched the Digital Coast Academy Training System and delivered work across Marine Cadastre Viewer, Elevation Inventory, CAMMP Grants Management, and Stormwater & Flood Adaptation tools.
- Planned the migration of LiDAR and geospatial infrastructure from on-premises systems to Azure.

Technical Account Manager | Blue Acorn | 2015 - 2016

Brought Rebecca Minkoff's client and implementation teams together through connected-commerce delivery, then continued with conversion optimization, new capabilities, campaigns, and site refreshes.

- Coordinated design, development, marketing, and vendors around Magento and connected-store integration. Program outcomes: 14% conversion increase and 154% year-over-year revenue growth.

EARLIER EXPERIENCE

Founder | ClockPad | 2013-2014. Secured angel investment and delivered the MVP for a SaaS scheduling platform.

Senior Global Project Manager | Rosetta Stone | 2012-2013. Coordinated U.S., European, and Korean market sites across time zones, with market-specific design and compliance requirements. Responsible for the complete My Account workstream.

Co-Founder | Earthwave | 2000-2010. Built and ran a nationwide ISP and technology-services business from founding to exit, with triple-digit annual growth. Hired the team, built partnerships, researched the market, and developed services and marketing campaigns. Expanded from the DC metro area to residential, commercial, and government customers nationwide, automating operations as the business grew.

Product Manager | AnswerLogic | 2000. Managed the Gateway partnership for an early NLP customer-support system.

SKILLS & CAPABILITIES

Product leadership: Discovery, product definition, prioritization, stakeholder alignment, team coordination, prototyping, validation.

Modernization & delivery: Business analysis, process redesign, requirements definition, cross-functional coordination, systems integration.

AI products & development: Agent-assisted engineering, orchestration, evaluation, release controls, memory, retrieval, observability.

Business & operations: Market research, service development, partnerships, marketing, customer experience, conversion optimization.

Technology & systems: Architecture, application development, APIs, data platforms, cloud infrastructure, automation and integrations.

Selected technologies: Python, Rust, TypeScript/Node, Go, React, FastAPI; PostgreSQL/AlloyDB; Vertex AI, MCP; Docker/Kubernetes; CRM and e-commerce platforms.

CERTIFICATIONS AND EDUCATION

Senior Product Manager Certification, Product School · CSPO, Scrum Alliance · PMP, PMI (held 2008-2011) · Google Analytics

B.A., Political Science, University of Wisconsin-Madison, 1995-1999

English native · Dutch A1, actively learning · Agentics Foundation member