

# Tim Clifford

## Entrepreneur & Technology Founder

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### PROFILE

#### 10+ years in Software Industry, Founding Technology for Multiple Startups

Ten years at SAP taught me the part most engineers skip: deciding what deserves to be built. I spent them turning what customers actually struggle with into something a build team could execute against — first as a storyteller and demo architect, now owning an AI product end to end.

The rest of what's here I build alone, around a full-time job. That constraint is the whole design: the work has to survive being put down for a fortnight and picked back up. So every project starts as a written specification with architecture gates and a design ledger, and agents do most of the typing. It's the only reason 2 products are in production while a third is rebuilt from the foundations.

### EXPERIENCE

#### Founder & Entrepreneur — Independent

JAN 2025 — PRESENT

Designing, building and running SaaS products solo, alongside the day job — research, spec, architecture, implementation, launch and support.

- Shipped ReachKit and Nudgi to production and keep both running.
- Work spec-first: blueprint, build plan and design ledger before code, with architecture gates in CI.
- Most implementation now runs through agentic workflows against those specs.

#### GTM Solution Owner — SAP SE

FEB 2024 — NOV 2026

BERLIN, GERMANY  
Leading Experience Agent, an AI product in SAP's go-to-market portfolio, from definition through delivery.

- Own the product direction: what gets built, in what order, and why.
- Translate what customers actually struggle with into a roadmap engineering can execute against.
- Bridge the gap between an AI capability and a story a customer recognises as their own problem.

#### Portfolio Manager — SAP SE

OCT 2023 — FEB 2024

WALLDORF, GERMANY  
Gathered insight and forward plans from subject-matter expert communities, then compiled and prioritised them into backlogs for build teams.

- Prioritised marketing build teams against demand and market conditions.
- Drove organisation-wide standardisation and consistency across internal and external content.
- Defined the processes that moved deliverables faster without losing quality.

#### Customer Engagement Specialist — SAP SE

APR 2023 — APR 2024

WALLDORF, GERMANY  
Positioned SAP technology to customers through holistic storytelling showcases in the Experience Centers.

- Acted as deal advisor, turning technical capability into a narrative customers could act on.
- Connected SAP's core context to each customer's own business operations.

#### Presales Demo Engineer — SAP SE

FEB 2019 — OCT 2023

WALLDORF, GERMANY  
S/4HANA administrator for the sales demo estate — maintenance, upgrades and configuration — while leading cross-functional teams on tooling and content.

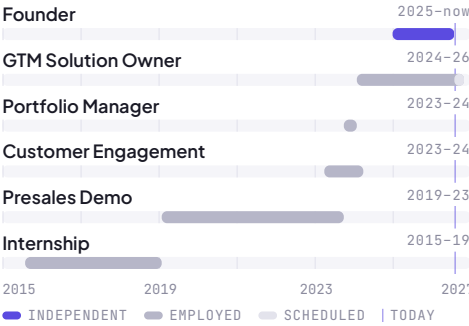
- Led functional teams building demo content across Asset Management and Professional Services.
- Guided internal application development supporting communities in navigating demo solutions.
- Drove leadership initiatives across operational teams toward shared delivery goals.

#### Student Internship — SAP SE

AUG 2015 — FEB 2019

WALLDORF, GERMANY  
Part of the degree: rotated through five teams — high-tech consulting, AppHaus Heidelberg and automation testing, IoT prototyping and event management, service and support, and variant configuration modelling.

### CAREER



### SKILLS

#### LANGUAGES

TypeScript · JavaScript · Python · SQL

#### FRONTEND

React · Next.js · Tailwind CSS · Design systems

#### BACKEND

Node.js · Postgres · Supabase · Drizzle · Inngest · Trigger.dev

#### PLATFORM

Vercel · Stripe · Resend · PostHog · GitHub Actions

#### AI

Claude / Anthropic API · AI SDK · Agentic workflows · pgvector · Evals

#### PRODUCT

Roadmapping · Portfolio prioritisation · Storytelling · S/4HANA

### EDUCATION

#### BSc Business Informatics

Duale Hochschule Baden-Württemberg  
2015 — 2018 · MANNHEIM, DE  
Sales & Consulting, International

#### Secondary

Presentation Brothers College  
2009 — 2015 · CORK, IE

### INTERESTS

Entrepreneurship · Financial Education · Reading · Philosophy · Photography · Scuba Diving · Kite Surfing

Products

ReachKit

LIVE2025

See why customers can't find you, then fix it in ranked order.

[reachkit.app](#)

Next.js 16 · Supabase · Inngest · Stripe · DataForSEO · Claude

Nudgi

LIVE2025

Walk into every meeting ready. Briefings built from your calendar and inbox.

[nudgi.ai](#)

Next.js · Supabase · Drizzle · Nylas · Trigger.dev · Resend

Vector Knowledge

ARCHIVED2025

Email intelligence — turns a Gmail account into answers you can search.

Next.js · AI SDK · Postgres · pgvector · Gmail API

Experiments & archive

X Automation

INTERNAL2026

A distribution factory: posts itself, validates ideas, feeds results back. Ran unattended for a week.

Next.js · Supabase · Inngest

FinTrack

INTERNAL2026

Personal and household finance tracker that never asks for your bank login.

Next.js · Supabase · react-pdf

StartupDisco

ARCHIVED2026

An AI mentor that walks a founder from idea to first dollar.

Next.js · AI SDK

De-Duplicate

ARCHIVED2026

Record matching in Python. Solved a real problem for exactly one person.

Python · Flask

Eclectic

ARCHIVED2025

Built in an afternoon with v0 to find out how far that gets you.

v0 · Next.js · Supabase

WORKING ON

- Experience Agent — SAP's AI go-to-market product
- ReachKit — weekly re-scans and verified movement
- Nudgi — growth and deliverability