

# Robert Eades

Solutions Architect · Applied AI · Startups

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## PROFILE

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Founder and product builder with 15+ years connecting technology, commercial strategy, and client outcomes across financial services and beyond. Founded Super after identifying a clear gap in the market: the family office software sector was fragmented, manual, and built on legacy tech, leaving a fast-growing segment running critical operations on Excel and PDFs. Built the platform hands-on from zero, covering a Laravel and AlpineJS stack, CRM, asset aggregation, client portals, and onboarding workflows, scaling to £50k ARR and a £150k SAFE raise. Now applying an unusual mix of financial services depth, operator experience, and active daily use of AI tooling including Claude, OpenAI, and Cursor to solutions architect and applied AI roles where technical possibility meets client reality.

## EXPERIENCE

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### Founder & CEO

Nov 2020 – Present

Super Solutions Limited · B2B SaaS · Family Office OS

- B2B SaaS platform building the Family Office OS. Built and launched a Laravel and AlpineJS platform hands-on covering CRM, asset aggregation, client portals, onboarding workflows, and a website builder
- Scaled from zero to £50k ARR and a £150k SAFE raise, leading all fundraising, investor relations, and commercial negotiations
- Owned the full product lifecycle across two major versions, covering roadmap, UX, feature development, and stakeholder alignment
- Secured partnerships with Plannex, Xero, and Intelliflo and implemented GDPR-compliant data handling for sensitive financial and personal data
- Built and maintained a strong LinkedIn presence and outreach strategy targeting family offices
- Led all product demonstrations and client discovery sessions, turning technical capability into commercial outcomes for wealth managers, family office principals, advisors, and C-suite stakeholders
- Integrated AI tooling including Claude and OpenAI into product development and operations workflows, using Cursor for accelerated development across the full stack

**Key achievement:** Conceived, funded, and delivered two production versions of a complex fintech platform from scratch, generating paying clients, recurring revenue, and institutional investor traction.

### Founder

May 2019 – Jul 2024

Ultimate Digital Limited · Digital Consultancy

- Digital consultancy delivering strategic technology solutions for blue-chip clients. Provided C-suite level guidance on digital strategy, technology adoption, and transformation projects across financial services, pharmaceuticals, and events
- Led product discovery and solution design for complex client requirements, translating business problems into technology roadmaps
- Responsible for all business development, stakeholder management, and long-term client relationships

**Key achievement:** Secured and delivered engagements with large global clients including Lonza, establishing the consultancy's credibility in the pharmaceutical and life sciences sector.

## Head of Digital / Digital Product Director

Jul 2014 – Apr 2019

The Fresh Group · Creative Agency

- Full-service creative agency (BMW, Santander, M&S, Co-op, Hyundai). Progressed through three senior roles over five years, owning digital strategy and budgets up to £100k for events worth £2m+
- Product owner for two enterprise SaaS platforms including a delegate management and registration system, reducing deployment time from 16 weeks to under one week
- Led cross-functional teams of designers, developers, and project managers across agile delivery cycles
- Presented digital solutions at new business pitches, supporting strategic client wins
- Oversaw infrastructure, mission-critical hosting, and compliance ensuring security and scalability

**Key achievement:** Conceived and delivered two enterprise SaaS platforms that created new recurring revenue streams, dramatically improved margins, and transformed delivery capacity for the agency.

## Digital Project Manager

Sep 2012 – May 2014

Cube3 · Digital Agency

- Full-service digital marketing agency. Progressed from Account Manager to Digital Project Manager, leading a team of 8 and managing delivery across UX, design, and development
- Oversaw support for 50+ client websites alongside scheduled project work
- Implemented standardised processes and testing procedures, improving efficiency and output quality

**Key achievement:** Delivered significant improvements in project efficiency and quality while strengthening client relationships and securing ongoing revenue.

## Web Designer & Developer | Freelance

Jul 2011 – Sep 2012

Built and launched web projects generating 5,000+ monthly visitors and 2-5 MQL leads per day.

## Marketing Executive | Datamonitor, Informa PLC

Sep 2010 – Jun 2011

Email marketing across 20-40k subscriber campaigns, consistently exceeding £18k monthly sales targets.

## Marketing Manager | Celebre Art

Nov 2008 – Aug 2010

Marketing lead for the business; delivered a new CRM driving a 25% productivity uplift.

## SKILLS

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**AI & Development:** Claude API, OpenAI, Notion AI, Cursor, Prompt engineering, Laravel, PHP, AlpineJS, Tailwind, JavaScript, HTML5, CSS3, MySQL, AWS, GitHub, WordPress, Webflow, Figma

**Domain expertise:** Family office technology, Fintech / wealthtech, Financial services, B2B SaaS, GDPR compliance, Startup fundraising, Enterprise SaaS

**Product & delivery:** Product ownership, Roadmap definition, UX, Agile delivery, Stakeholder management, Business development, Solution design

**Productivity:** Microsoft 365, Google Workspace, Notion, Xero, Basecamp, Asana, Miro

## EDUCATION

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**BA (Hons) Business Economics, 2:1** | Manchester Metropolitan University | 2007

**Foundation Studies in Art and Design** | Coventry University