Juan Pablo Guzmán



DEVELOPER · PRODUCT OWNER · FOUNDER

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PROFILE

I build and ship real products, and I've spent four years as the technical escalation point between enterprise customers and engineering at Ezoic, a fast-growing SaaS platform. I take the integration problems nobody else can resolve, trace them through JavaScript, API and identity setups, decide what is safe to change on a live site, and turn repeat issues into product fixes. Outside work I've taken SuccessWay from a manual consultancy to a live web app with paid tiers and 200+ releases. I direct AI to do the first pass and apply the judgement it can't: I built the GAM Approval Copilot, an LLM tool that early results show has raised approval rates by 32%. I can explain what went wrong to an engineer or a CFO.

KEY SKILLS

PRODUCT
Requirements with acceptance criteria, patterns across customer issues turned into scoped requirements, small tested releases, decision logs

BUILD
Next.js, TypeScript, JavaScript, Python (Georgia Tech), SQL, Supabase/PostgreSQL, Stripe, Vercel, Cloudflare, Git

AI
LLM apps on Claude (structured output, prompt caching), code guardrails, human sign-off, Claude Code, MCP

INTEGRATIONS
700+ implementations; ad tags, pixels, REST APIs, identity solutions. The person called when things break

COMMUNICATION
Workshops for 100+ publishers, plain-language fix lists, playbooks and docs. English and Spanish

WEB
Progressive web apps, DNS, browser dev tools, headless Chromium, Playwright

EXPERIENCE

Ezoic · Senior Partnerships Manager, Newcastle upon Tyne — JUL 2025 – PRESENT

SaaS ad tech platform serving thousands of publishers. Business Development Manager, Aug 2022 – Jul 2025.

- Senior technical contact for enterprise publishers. When an integration fails or revenue drops, I trace the cause through site setup, ad tags, APIs and identity providers, decide what is safe to change live, and work with engineering on anything deeper.
- Implemented and optimised the platform for 700+ publishers, with a 92% success rate in raising programmatic ad revenue by 30 to 178%.
- Built the GAM Approval Copilot (below). Early results show approval rates up 32%; used daily by the quality and sales teams.
- Spot patterns across publisher issues and turn them into scoped requirements for product and engineering. Helped build the sales team's CRM this way.
- Ran workshops and training for groups of 100+ publishers on the technical and site quality changes needed for advertiser approval.

SuccessWay · Founder, Product Owner, Developer 2026 – PRESENT

Live consumer web app helping Latin American students apply to US universities (successway.app). Part-time, alongside Ezoic. 50+ users.

- Built and run it myself with AI coding agents: Next.js, Supabase (SQL), a Python matching engine scoring students against 1,351 verified US institutions, Stripe for Free, Premium and Premium+ tiers.
- 200+ releases, each tested on a preview site before going live. Requirements with acceptance criteria, decisions recorded in a log.
- Mobile-first with a PWA version. A second product, SuccessWay Colegios, built for schools in Colombia.

Earlier 2017 – 2026

- **Co-founder**, Your Own Circle, Newcastle (2025 – 26): employee engagement web app for hospitality; product workflows, move from WordPress to Next.js, early partnerships.
- **Account Manager**, team of 20, Alpha Gamma Solutions, London (2018 – 21): over $600,000 in revenue from key accounts.
- **Co-founder**, SuccessWay, Bogotá (2017 – 19): ran an international university applications consultancy and its web platform.

HOW THE GAM APPROVAL COPILOT WORKS

- A Node crawler reads up to 500 pages and runs about 40 code checks for known denial causes. Code handles facts; the LLM is only used for judgement.
- Claude (structured output, prompt caching) judges content quality and writes a short fix list in the publisher's language. About $0.30 to $1.50 per review.
- Every AI fix is scanned in code for risky advice and flagged for a person. Humans make every resubmission decision. Role-based access in Supabase.

OTHER PROJECTS

- **Regulars** (the-regulars.app): matches adults in Newcastle into groups of four who meet weekly. Matching, ID checks, Stripe, email and SMS, scheduled jobs. Built with Claude Code.
- **Publisher Finder**: Python pipeline analysing publisher sites with APIs, scraping and an LLM.
- **Zork Games** (zorkgames.com): static arcade of 300+ screened HTML5 games on Cloudflare Pages.
- **Vibeteer**: AI marketing teammate that turns a website into on-brand social posts. **APAL**: CBT-based web app for social anxiety.

EDUCATION & CERTIFICATIONS

- BA Business Entrepreneurship and Innovation, De Montfort University (2022)
- Computing in Python, Georgia Tech via edX (2026) · Learn Python 3, Codecademy