

CHRISTO HEFER

AI TRANSFORMATION & INTERNAL SYSTEMS LEAD

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PROFILE

Technical product, operations, and AI systems leader with 12+ years of experience improving business processes, building software, and helping teams scale with better operating systems. Career began in business operations, performance reporting, advertising systems, and SaaS operations before progressing into product design and hands-on software/AI work.

I help leadership and end users turn complex workflows into practical AI tools, documentation systems, review processes, and automation they can adopt. My focus is useful tooling, clean execution, and governance that protects quality while exposing teams to the benefits of effectively implemented AI.

CORE STRENGTHS

- AI TOOLING STRATEGY
- WORKFLOW AUTOMATION
- BUSINESS OPERATING SYSTEMS
- PROCESS DESIGN
- HANDS-ON ENGINEERING
- UX/UI PRODUCT DESIGN
- AI TESTING & EVALUATION
- GOVERNANCE & CONTROLS
- CHANGE ADOPTION

HANDS-ON TECHNICAL STACK

AI/LLM

OpenAI API, Claude, ChatGPT, TTS, context engineering, multi-agent workflow design, RAG/knowledge systems, AI-assisted software development, eval/test harnesses

ENGINEERING

Python, JavaScript/TypeScript, React, Next.js, Node.js, APIs, SQL/Postgres

PRODUCT/OPS SYSTEMS

Codex, Linear, GitHub, Figma, various CRMs, analytics dashboards, workflow automation

IMPLEMENTATION

Internal tools, automation workflows, QA systems, release management, documentation systems, human-in-the-loop review flows, AI infrastructure and tool integration

GOVERNANCE/SECURITY

SOC 2 readiness systems, policy documentation, control mapping, access workflows, vendor/risk tracking, evidence collection

AI WORKFLOW INFRASTRUCTURE & TOOLING

- Map operational workflows, identify where AI can help, and turn the highest-value opportunities into usable internal tools.
 - Design the first layer of AI infrastructure: knowledge inputs, prompt/context patterns, review steps, evaluation checks, and documentation.
 - Build tools that connect business requirements, product specs, development workflows, testing, delivery, and reporting.
 - Create human review and approval points for work that needs judgment, traceability, or operational control.
 - Work with leadership and non-technical teams to move from idea to prototype, then from prototype to repeatable workflows.
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EXPERIENCE

TECHNICAL PRODUCT LEAD | MARKETPLACE AND INTERNAL SYSTEMS

Revnest · Short-Term Rental Marketplace & Data Platform

2025 - Present

- Lead product strategy and execution across the marketplace, data platform, internal tools, UX direction, product operations, and delivery.
- Built an internal admin portal that helps the team manage roadmaps, customer support workflows, and connected data sources for clearer reporting.
- Translate leadership and department needs into product specs, prototypes, implementation plans, release processes, and clear outcomes.
- Implement AI-assisted workflows for documentation, product planning, development support, QA, and internal process improvement.

- Partner with engineering, design, marketing, leadership, and customer-facing teams to turn ambiguous business problems into working systems.
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HEAD OF PRODUCT - PROMOTED FROM OPERATIONS MANAGER

Symplete.ai · B2B SaaS, B2C SaaS

2021 - 2025

- Promoted to Head of Product after building product operations, execution systems, and delivery processes.
 - Led the SaaS product lifecycle across product strategy, UX/UI, development management, QA, release planning, stakeholder alignment, and customer feedback.
 - Designed product interfaces, internal systems, and operational workflows connecting sales, marketing, customer success, design, and engineering.
 - Used AI and automation to improve SOPs, KPI reporting, product discovery, documentation, and execution quality.
 - Translated business needs into product requirements, implementation plans, development priorities, and operating outcomes.
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OPERATIONS MANAGER

Symplete.com · B2B SaaS, B2C SaaS

2016 - 2021

Promoted to Head of Product in 2021 after building product operations, execution systems, and delivery processes.

- Led day-to-day business operations across SaaS product delivery, customer-facing workflows, internal processes, and team coordination.
 - Built operational systems, SOPs, KPI processes, and execution rhythms that improved delivery consistency and team alignment.
 - Developed a deep understanding of core business processes, including customer operations, product delivery, reporting, support workflows, and internal tooling needs.
 - Moved toward product design and technical implementation after seeing workflow gaps and wanting a more hands-on role in solving them.
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PRODUCTION MANAGER

Online Results · Web Dev, Marketing & Ad Agency

2015

- Improved business processes and software development lifecycle using Agile practices while helping build out the internal software stack.
 - Led multidisciplinary web, marketing, and advertising projects with in-office and remote contributors.
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OPERATIONS MANAGER - PROMOTED FROM GOOGLE ADMINISTRATOR

CentralR.com + GreatStay.com · Hospitality SaaS

2014 - 2015

- Promoted into Operations Manager role after developing strong performance reporting, advertising operations, ROI analysis, and internal systems expertise.
 - Oversaw day-to-day operations for a cross-functional team while helping scale the international client base to \$2.8M MRR.
 - Led strategic rebrand from CentralR to GreatStay, coordinating execution across internal teams and external stakeholders.
 - Managed operational processes across customer delivery, reporting, marketing systems, and team coordination.
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GOOGLE ADMINISTRATOR

CentralR.com · Hospitality SaaS

2012 - 2014

- Managed substantial Google search and display advertising spend, earning Google Advertising certifications and developing early coding and systems fundamentals.
 - Built performance and risk reporting processes to monitor spend, ROI, campaign performance, and operational decision-making.
 - Collaborated across teams in a fast-paced SaaS environment, building the business-process foundation that led to promotion into operations management.
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EDUCATION

COMPLETE MACHINE LEARNING & DATA SCIENCE

2023 - 2024 · Online Curriculum

FUNDAMENTALS OF BUSINESS ANALYSIS

2023 · Online Curriculum

APPLIED SCRUM FOR AGILE PROJECT MANAGEMENT

2022 · University of Maryland Online

PRINCIPLES & PRACTICE IN UX/UI DESIGN

2021 · Online Curriculum

BACHELOR OF ENGINEERING (SOUND)

2008 - 2011 · SAE Auckland, NZ

