

Jan Jiřík (Jirik)

Technical Product Manager · Product Engineer · AI products

Prague, Czech Republic · remote (CET) · jan@janjirik.com · linkedin.com/in/jjirik

SUMMARY

Product manager and engineer with 10+ years of building and running products end-to-end — from idea and pricing to architecture, delivery and operations. Co-founder of Sorbus Capital (est. 2020), the parent of our data-center, web-agency and now software/AI businesses. Led product and AI at Buylo, an RFID/AI startup serving manufacturing and logistics companies; designed and shipped Copybot, a Czech B2B SaaS used by 1,100+ businesses; built Smart Order, an AI document-processing system for an industrial manufacturer. I build with AI coding agents under strict engineering control, which lets me take a product from zero to paying customers alone or with a very small team.

What is different about me: I come from business, not only from software. I have operated in crypto mining and data centers, run e-commerce stores and a web agency, and financed my own projects — including ones that failed. A recurring pattern in my career is being the partner of owners who have capital and an idea but no time or team: they hand me the project, I take it to completion and report back. That is the role I do best.

SELECTED WORK

Sorbus Capital — Co-founder, Product Engineer

Prague · 2020 – present · parent company of Sorbus Technology (crypto-mining and data-center operations) and Sorbus Media (web agency and e-commerce); since 2023 focused on software and AI for manufacturing, construction and B2B companies

Software & AI (2023 – present)

- **Copybot** (copybot.cz) — AI copywriting SaaS for Copykiller s.r.o. Designed the product, pricing and onboarding; built the application, AI layer and cloud infrastructure; run operations. 59 templates, 15 LLMs under one subscription, conversion audit, brand memory. **1,100+ registered businesses and freelancers**. The whole pipeline from development to deployment was driven by AI agents under engineering supervision.
- **Smart Order** — AI document-processing system for a manufacturer of industrial filtration units: reads order documentation (PDFs, drawings, e-mails), extracts parameters and prepares production inputs and task lists; staff review instead of retyping.
- **Konstruo** (current) — product owner and technology partner for a construction-site app (site diary, work reports, invoicing) built with a German construction company; AI assembles German and Czech billing documents from on-site records. TypeScript, DDD, Python AI services.
- **Younique** (current) — product and technology for an AI social-media content platform built with the marketing agency SocialKings.
- Delivery model: fixed-price builds, pilots with measurable KPIs, AI-layer operations as a monthly service.

Sorbus Technology (est. 2020) — strategy and investor relations

- One of the member companies of a crypto-mining syndicate operating data-center hardware worth hundreds of millions CZK (over €10M / \$11M at the time); we were a linked entity, not the owner. I was responsible for investor communication and strategic decisions: capital allocation, crypto purchases and management of our part of the operation.

Sorbus Media (est. 2020) — web agency and e-commerce

- Custom websites for clients and our own e-commerce stores (e.g. Symario, later sold), built around opportunities in niche segments.

Buylo — Product Manager & Head of AI

Prague · 06/2025 – 09/2026 · B2B platform connecting RFID technology with AI for warehouses, production plants and machine-building companies (buylo.ai) The engagement ended in September 2026 when the company paused product development; we parted on good terms and the door remains open on both sides.

- Owned product direction and the complete AI layer of the platform, from architecture to delivery, with a team of 10.
- Led implementations for manufacturing and logistics customers: RFID tracking in warehouses, production plants and machine shops, with the AI layer turning raw reads into usable operations information.
- Built production-planning (APS) capabilities with an AI layer on top of customers' existing ERP data — scheduling of orders, people and machines with planner-in-the-loop approval.
- Applied R&D on real customer data: reinforcement learning for theft detection on RFID reads (Gymnasium), prediction of how people are distributed across a store or warehouse floor, experiment tracking and pipelines with MLflow and Metaflow.
- Introduced AI-assisted development across the company: trained the team in AI-driven coding and set the rules and guardrails for how AI is used in engineering and operations.
- Stack: Python, TypeScript, Google Cloud; agent frameworks LangGraph, Mastra and Google ADK.

Biomaxa — Product management team (early stage)

Prague · 2025 – 2026 · marketplace connecting heating plants with retail biomass suppliers

- Part of the initial product management team: product definition, tech-stack selection, first releases.

CASE STUDY

Copybot — from zero to 1,100+ businesses. Problem: thousands of people had learned the Copykiller copywriting method in a course but had no tool to apply it daily. Decision: ship a narrow product (templates + audit) with the method baked in, priced for freelancers and small e-shops, instead of a general AI writer. Built: full SaaS, AI layer and infrastructure — entirely through an AI-agent pipeline I designed. Result: 1,100+ registered businesses; the product runs with minimal operations cost.

SKILLS

Product: discovery and customer interviews, scoping and prioritisation, pricing, roadmaps, metrics, stakeholder, founder and investor communication, fixed-price delivery, project rescue.

Engineering: TypeScript, Python, domain-driven design, PostgreSQL, Google Cloud, Terraform, CI/CD, observability.

AI: agentic systems (LangGraph, Mastra, Google ADK), LLM gateways and model routing, evals, RAG, document extraction, applied reinforcement learning (Gymnasium), MLflow and Metaflow, running AI coding agents in production with test gates, team enablement for AI-assisted development.

Domains: manufacturing and production planning, RFID and logistics, construction, B2B SaaS, e-commerce, crypto mining and data-center operations.

EDUCATION & LANGUAGES

Bc. in International Business — Metropolitan University Prague, 2020

Applied Economics and Statistics — Unicorn College, Prague, 2022

Czech (native) · English (professional working)

Open to remote product roles — fractional, interim or contract — where I own a product end-to-end, from definition to delivery.