

Per Simberg

Finland | +358 (0) 407 025 451 | per@simberg.com | LinkedIn: www.linkedin.com/in/per88/

AI Advisor

- AI Strategy & Use Case Development
- Business & Technical Communication
- Practical AI Implementation

AI-native business professional with a foundation in entrepreneurship and finance, specialising in rapid prototyping and AI-driven solutions. Experienced in developing PoC-to-MVP tools with LLMs, agentic workflows, and no-code platforms to optimise operations and decision-making. Skilled at bridging technical innovation with business value, from AI-powered financial tools to agile product development. Now seeking opportunities to apply AI expertise and strategic insight to drive innovation and operational efficiency.

Areas of Expertise

- AI & Technical Consulting:** ▪ Local LLMs ▪ Agentic Workflows ▪ Prompt Engineering ▪ AI-Assisted Coding ▪ No-Code Automation Tools
▪ Context-Based Engineering ▪ PoC-to-MVP Development ▪ Rapid Prototyping ▪ Workflow Automation ▪ Business Discovery ▪ User Testing
▪ Product Launches ▪ Iteration Strategy ▪ Cloud-Aware Deployment ▪ AI Strategy Development ▪ AI-Driven Market & Investment Analysis
- Finance & Operations:** ▪ Investment Strategy ▪ Portfolio Management ▪ Client Relationship Management ▪ Financial Product Knowledge
▪ Banking Operations & Compliance ▪ Market & Risk Analysis ▪ Strategic Planning & Execution
- Technical Skills:** ▪ GitHub ▪ Cursor ▪ Kiro ▪ Agile Sprints ▪ Adobe Creative Cloud ▪ Google Analytics ▪ N8n ▪ Make.com
- Languages:** ▪ Finnish (Native) ▪ Swedish (Native) ▪ English (Fluent) ▪ German (Basic)

Core Competencies

- ✓ **AI Use Case Development & Strategy Alignment:** Skilled at identifying and conceptualising high-impact AI applications that align with client business goals, translating strategic objectives into actionable AI solutions.
- ✓ **Rapid Prototyping & MVP Execution:** Proven ability to build and deploy AI-powered tools quickly using LLMs, automation and no-code platforms, transforming ideas into functional PoCs and MVPs under tight timelines.
- ✓ **Client Advisory & Stakeholder Engagement:** Experienced in delivering consultative guidance to clients, building trust and collaboration whilst supporting the implementation and adoption of AI-driven workflows.
- ✓ **Financial Workflow Automation & Decision Support:** Combines domain knowledge in finance and investment with technical skill to streamline data-heavy processes and enhance strategic decision-making through AI and automation tools.
- ✓ **Business-Technical Communication:** Adept at bridging the gap between technical teams and business stakeholders by clearly articulating complex AI concepts, risks and value propositions to diverse audiences.

Professional Experience

AI Prototyping & Builder | Freelance / Personal Projects | Jan 2023 – Present

Built and launched ChatCFO.work, an AI-powered prototype for automating PDF-to-Excel prep in financial modelling, leading system setup, hosting, AI-assisted coding, and GitHub integration.

- Reduced a multi-step manual workflow to under 3 minutes using LLMs and automation tools, whilst communicating complex AI workflows and prototyping outcomes clearly to non-technical stakeholders and collaborators.
- Prototyped agent workflows and tested local LLMs using Cursor whilst deploying lightweight tools in cloud-like environments.
- Researched no-code automation platforms such as N8n and Make.com to explore scalable AI-powered workflows.

Founder & Owner | Own Holding Company Oy Ab, Uusimaa, Finland | Dec 2022 – Present

Partnered with financial professionals to set strategic direction and investment priorities, contributing to investment strategy and portfolio management within own multi-asset holding company (+16% ROI in one year) in conjunction with a major Finnish bank.

Professional Experience Continued

- Built Investment Summary Maker, a PoC web tool using Large Language Models (LLMs) workflows to generate personalised, citation-rich investments briefs in around 10 minutes
- Researched and analysed alternative investment trends for strategic investment decisions, leading to a 10% portfolio allocation and a more diversified portfolio, including companies specialising in cutting-edge technology within the food and space industries.

Co-Founder & Marketing | Quarantine Studios Oy, Uusimaa, Finland | Dec 2020 – Jan 2024

Co-developed an action-adventure game called 'Deceptive Reality', leading AI-supported marketing initiatives LLMs and generative AI, regularly assessing the impact of advertising and implementing new approaches to encourage engagement.

- Achieved a significant 230% increase in community engagement on social media through AI-generated content testing and iteration and innovative marketing initiatives, including interactive campaigns for VR giveaways and a daily lottery system.
 - Improved the video editing process for a 7% click-through rate, creating engaging content using storytelling and compelling visuals to resonate with the target audience whilst boosting viewer engagement.
- Launched a thriving Discord community for the game in collaboration with the team, successfully growing to +1k members through targeted engagement strategies, community-driven content, and customer interactions.

Digital Content & Community Systems | Axlmethood & DJ Per, Uusimaa, Finland | Jan 2012 – Dec 2023

Developed digital communities and content systems across social media, resulting in +1M views and +30% engagement growth through AI-assisted content workflows and iterative strategy testing. Worked on branded storytelling projects with a focus on performance and iteration.

Finance & Operations Roles | Wilhelmsen Ship Services / Provoice / Helsingin Op Financial Group | Jan 2008 - Aug 2011

Gained hands-on experience across logistics, finance and customer operations, coordinating ship construction part deliveries, managing warehouse workflows and executing 400+ monthly banking transactions with accuracy. Demonstrated strong customer engagement and sales skills by increasing personal sales by 30% and building client relationships to support business growth.

Board Member / Chairmanship Trainee | Family Holding Company, Finland | Jan 2008 – Present

Contributed to defining the mission and purpose of the company with a long-term strategy in wealth governance, tax structuring and investment planning, whilst applying AI tools to modernise internal workflows and decision processes.

Education

Master of Science (MSc) in Entrepreneurship, Management, and Organisation, Hanken School of Economics, Helsinki, 2015 – 2019

Bachelor of Business Administration (BBA) in Marketing, Arcada University of Applied Sciences, Helsinki, 2010 – 2015

Courses & Certifications

Understanding Agentic AI, Digital Workforce, 2025

Machine Learning (AI), Stanford University, 2019

Elements of AI, University of Helsinki, 2019

The General Securities Examination, APV1, 2024

Economics & Financial Markets, Investment Products, Investment Advisory, Regulation of the Provision of Investment Services & Taxation

Financial Planning & Wealth Management Professional Certification, Corporate Finance Institute (CFI), In Progress – expected Dec 2025

Financial Planning Principles, Asset Classes & Financial Markets, Portfolio Management for Retail Clients, Economics, Professional Ethics

Risk Management & Insurance Planning, Effective Communication for Client Facing Advisors, Behavioural Finance, Networking

Alternative Investments for Wealth Advisors, Prospecting & Converting Leads, Mastering Client Discovery, Effective Business Writing