

# Alan Lin

## Startup COO & AI product builder · Seed to scale

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Startup COO and hands-on AI product builder. Six years scaling a fintech from seed to £10.5M ARR, seven countries and a 110+ person team; now designing, building and shipping AI products solo, end to end. Seeking COO and senior operator roles with AI and fintech startups, founding team to scale-up.

### EXPERIENCE

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**Founder, AI Products** · Independent Nov 2025 – Present · London

- Designed, built and launched four live AI products solo: VioMuse (consumer AI companion), RivalFlag (competitive intelligence), VeroFlag (AML screening) and ScopeHold (credential security for AI agents).
- Own every layer: positioning, brand, UX, full product build, data and go-to-market.

**Chief Operating Officer** · Outfund (revenue-based finance fintech) Dec 2019 – Oct 2025 · London

- Joined at seed stage and spent six years building the company into an international lender; helped raise a £15M Series A.
- Led the commercial team to £10.5M ARR through the company's growth phase.
- Launched seven markets: UK, US, Australia, Germany, Spain, Netherlands, Ireland.
- Grew the organisation into a 110+ person team; ran product and engineering throughout, and led marketing, people and commercial functions at different stages.

**Head of Product** · CreditDigital (B2B fintech) Jan 2018 – Dec 2019 · London

- Led product for an instalment-finance platform; owned roadmap, discovery and delivery, and grew the product function.

**Product Manager** · PolicyStore (RegTech) Jun 2016 – Mar 2017 · Basel

- Set the product roadmap for Swiss compliance software; ran usability studies, market analysis and conversion testing.

### EARLIER CAREER

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**Legal technology & e-discovery** · Allen & Overy, Slaughter and May, Gibson Dunn, Epiq. Coordinated 2013 – 2015 · London  
cross-firm teams on cross-border matters worth \$650m to \$1bn+.

**Senior Associate** · J. Wang & Associates. Led a team of six and 30+ transactions of \$10m+. 2009 – 2013 · Auckland

**Officer, Lieutenant** · New Zealand Army. Led and mentored 50+ soldiers; planned training 2008 – 2013 · New Zealand  
exercises for up to 130 personnel.

**Professional musician** · Avex Trax. Two albums and tours to crowds of up to 60,000 with a major-label 2002 – 2006 · Taipei  
rock band.

### EDUCATION

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**IESE Business School** · MBA, full-time program 2015 – 2017 · Barcelona

**University of Auckland** · LLB / BA (conjoint) 1999 – 2008 · Auckland

PSPO I, Professional Scrum Product Owner, 2017

### SKILLS & LANGUAGES

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**Skills:** Operating cadence & systems, 0→1 product, AI-native building, commercial & go-to-market, fundraising support, hiring & team leadership, fintech & regulation, design & prototyping.

**Languages:** English (native), Mandarin (native), Spanish (elementary).