

# Klemen Kocic

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I work with teams and leaders on difficult problems — situations where things are moving fast, information is incomplete, and decisions actually matter. I'm at my best when I'm part of the team, not outside it.

My background is in building products, leading teams, and consulting — usually at the point where technology meets how people actually work. Right now, a lot of that work involves AI: helping organisations figure out where it genuinely helps and where it doesn't.

## Experience

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### Consultant — Luminous Group

Munich, Germany | Jul 2025 – Present

- Luminous Group is a human-centred AI consultancy helping organizations move from AI adoption to AI capability — designing governance, workflows, and implementation systems that produce measurable outcomes.
- Built internal systems including CRM integrations (Attio, Linear, GitHub) and operational tooling that keeps the team coordinated.
- Created AI-augmented workflows used across the company — designing how the team works with AI, not just advising others on it.
- Published research on AI augmentation strategy — "Open the Window," "More Than a Mirror," and "The Racing Yacht" — contributing to the firm's thought leadership on human-AI collaboration.
- Work spans strategic consulting (client-facing workshops, capability assessments, workflow redesign) and hands-on building (prototyping AI tools, integrating systems, shipping internal products).

### Co-Founder — ViaVia

Munich, Germany | Sep 2025 – Present

- Planning a trip across Europe is confusing, time-consuming, and costly. ViaVia exists to fix that.
- Leading product development from concept to live early-access platform, making core architecture and UX decisions that shape the product direction.
- Built and iterated the MVP hands-on with my co-founder.

**Technical Lead** — NHS Personal Training GmbH

Munich, Germany | Jan 2025 – Feb 2026

- Led technology development for a premium personal training studio, building the digital infrastructure that supported coaching delivery, client management, and business operations.
- Co-developed a native iOS coaching app (Swift) for premium clients with real-time session booking, progress tracking, and trainer-client communication.
- Oversaw the web platform handling scheduling, training plans, exercise libraries, invoicing, and point-of-sale operations.
- Directed a team of 6 offshore engineers, maintaining a 78% on-time release rate across concurrent product streams.
- Launched a bilingual corporate website and 5 partner portals, expanding the studio's B2B reach.

**Personal Trainer** — MTM Personal Training

Berlin, Germany | Apr 2024 – Dec 2024

- Pursued personal training out of a deep interest in sport and human performance. Coached executives and founders one-on-one in a premium studio setting.
- Built a professional network of 40+ German founders and CEOs through coaching relationships — connections that informed later consulting and startup work.

**Project Manager** — Metaking Studios

Stockholm, Sweden | Feb 2022 – Feb 2024

- Directed the launch and live operations of BLOCKLORDS, an online blockchain strategy game that reached \$40M in trade volume.
- Led a 10-person cross-timezone team, implementing Jira and Asana workflows that cut deployment projection from 6 to 4 months and maintained 97% sprint velocity adherence.
- Introduced the technical connection between Unity and blockchain smart contracts for a Direct Sales feature, generating \$200K in direct revenue.
- Built Grafana and Tableau dashboards for on-chain analytics, giving leadership real-time visibility into game economy health and player behavior.

**Program Manager** — Seascape Network

Stockholm (remote) | Jan 2021 – Feb 2022

- Orchestrated strategic launches of five gaming projects.
- Negotiated ~\$500k investor funding, extending runway by ~9 months.
- Managed development of a fund-generating platform supporting 10+ external game developers.

## **Data Analyst — Seascape Network**

Seoul, South Korea | Mar 2020 – Jan 2021

- Analyzed user and wallet growth to inform product launches and partnership priorities.
- Partner ecosystem insights contributed to 30+ integrations and MAU growth from ~10k to ~56k.
- Built repeatable KPI tracking to support leadership planning and investor reporting.

## **Education**

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### **University of Ljubljana — School of Economics and Business**

B.Sc. International Business | Ljubljana, Slovenia | 2019 – 2023

### **ISCTE — Instituto Universitário de Lisboa**

Erasmus Exchange — International Business | Lisbon, Portugal | 2022

### **University of Seoul**

Bilateral Exchange — Business Administration | Seoul, South Korea | 2021 – 2022

## **Skills**

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**Languages:** JavaScript, TypeScript, Python, Swift, SQL, HTML/CSS

**Tools:** Git, GitHub, Jira, Asana, Xcode, VS Code, Vercel, npm/pnpm

**Frameworks:** React, Next.js, React Native, Node.js, Tailwind CSS, SwiftUI

**AI Tools:** ChatGPT, Claude, Cursor, Gemini, Perplexity, LangGraph, DeepSeek, Sora

**Data & Platforms:** PostgreSQL, Supabase, MongoDB, Firebase, Tableau, Grafana

**Leadership:** Team leadership, Clear communication, Coaching and mentoring, Stakeholder alignment

## **Certifications**

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Meta – Backend Developer

Google – Project Management Specialization

GO TEL – Programming Using Python

Salesforce – Sales & CRM Overview

UIUC – Leading Teams: Developing as a Leader

## Publications

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### **"Open the Window"**

Luminous Group | Nov 2025 | Using AI at work is not cheating—when it is used to augment human judgment and capability, not replace it.

### **"More Than a Mirror"**

Luminous Group | Sep 2025 | Explores the Augmentation Arc: Mirror, Lens, Lighthouse, and Prism—four modes that transform how we work with AI.

### **"The Racing Yacht"**

Luminous Group | Oct 2025 | In the age of AI, leaders need to think less like cyclists and more like sailors.