



Martin Cernak

AI-Native Builder · Corporate Strategist · Product, Sales & GTM Leader

TELCO · IT · CYBERSECURITY · SAAS · AI — 24+ YEARS, ORANGE · MICROSOFT · CYAN

AI with professional empathy.

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EU citizen (Slovak) — full right to work across the EU, no sponsorship · On-site, remote, or hybrid Vienna / Bratislava · Available immediately · English C2 · German B2 · Slovak native · Czech fluent

DETAILED ROLES, RESPONSIBILITIES & KEY DELIVERABLES

Companion to the two-page CV: context, scope and evidence per role. Figures are as reported in the respective role; "prototype" means demo-ready, not shipped to paying users unless stated.

Independent AI Advisor & Product Builder

05/2025 – present

Independent advisory practice, pre-incorporation — AI retooling 2025, first client 08/2026 — Gattendorf, AT

A deliberate retooling for the AI era: hands-on building with Claude, SwiftUI and React, a first commercial advisory engagement, and a national volunteer leadership role. Operating as an independent (not yet incorporated) advisor.

RESPONSIBILITIES

- Advise SMB owners on where AI removes manual work in sales and sourcing; scope, price and deliver the first working tool, then a retainer.
- Build and test AI-native product prototypes end to end: concept, UX (Google Stitch / Claude Design), code (SwiftUI, React), deployment (Cloudflare, Netlify).
- President of the Slovak Baseball Federation: board, federation strategy, international relations (WBSC Europe, CBA/ABSF), the Open Baseball League 2027 project.

KEY DELIVERABLES & ACHIEVEMENTS

- AI advisory, SK/CZ automotive B2B exporter (Aug 2026 →): three-tool roadmap (offer personalisation → CRM, unofficial-dealer search DE/FR/CH/BE/NL, sourcing-market analysis); Tool 1 deployed on the client's PC on 06 Aug 2026 — 10 tailored EN/DE/FR offer e-mails generated from one internal offer, first sent to real prospects the same day. Commercial model: one-off package + monthly retainer, discounted for reference and referral.
- 10 AI-native prototypes (portfolio below); 3 with a worked business case (TokenQuotaGuard, RideArchitect, Post-Quantum Cryptography Migration).
- Open Baseball League 2027: data-driven cross-border scheduler — 112 games, 14 clubs, 3 nations, single JSON source of truth, ICS export, DE/SK/EN.
- Anthropic Academy — completed: Claude 101 · Claude Code 101 · Introduction to Claude Cowork · Claude Code in Action · AI Fluency: Framework & Foundations · Teaching AI Fluency · AI Fluency for Nonprofits · Introduction to Agent Skills · Introduction to Subagents · AI Capabilities and Limitations. German B2 certificate (2025).

GTM Consultant & Senior Key Account Manager (Team Lead)

07/2020 – 04/2025

cyan Digital Security GmbH — Vienna, AT

cyan delivers Cybersecurity-as-a-Service (DNS-level network protection) to mobile operators, ISPs and InsureTech firms worldwide. The role combined team leadership, global key account management and GTM consulting.

RESPONSIBILITIES

- Design, develop and deliver go-to-market and monetisation strategies for a global Cybersecurity-as-a-Service product targeting mobile operators, MVNOs and ISPs.
- Lead, manage and coach a team of 4 international Key Account Managers across the EU, Americas and Middle East; onboard and develop partner developers.
- Single Point of Contact for the Gen Digital, Apelby Communications, Allianz Partners AT and Amazon AWS partner programmes.
- Plan and implement the CRM platform; provide VIP-customer guidance: RFP/RFQ strategy, Go/No-Go business cases, Correction-of-Errors plans.

KEY DELIVERABLES & ACHIEVEMENTS

- Direct sales closures: Orange France, Orange Slovakia, DTAC/TRUE Thailand, OTE Greece, Wefox Austria, MTEL (CH/AT/DE), BFFMobile US — total CLV €3–4M; average new-deal size €1.5–2M.
- RFP leadership or support (selected or shortlisted): T-Mobile Poland, MTEL, CLARO Chile, Sunrise, SWAN/4KA Slovakia, OTE Cosmote, Orange Belgium, Proximus, CLARO Colombia, Telekom Makedonia.
- GTM and monetisation plans for strategic partners: Secure64, WIS Telecom, MiddleCap, Apelby Communications, ShareIT Turkey, SecurityZones US.
- Pipedrive CRM implemented company-wide — pipeline visibility and forecasting accuracy for the sales team; Correction-of-Errors plans for material business-plan deviations.

Head of Corporate Strategy · Deputy Chief Strategy Officer

05/2015 – 03/2020

Orange Slovakia, a.s. — Bratislava, SK

Orange Slovakia is a ~1M-subscriber operator. The role reported to the CEO/CSO, translating Orange Group strategy into local execution and driving organic and inorganic growth. Split: 70% people leadership, 30% individual contribution.

RESPONSIBILITIES

- Lead, coach and develop 4 FTEs + 2 external consultants (Orange Bank and satellite-TV feasibility leads).
- Own the annual 'domestication' of Orange Group's strategic plan for the Slovak subsidiary; secure Group alignment and local buy-in.
- Provide NPV-based investment rationale for all major CAPEX projects; in-person lead for M&A clean teams and binding offers.
- SPOC for the digital-transformation programme with PwC Slovakia and TM Forum; lead cross-functional V-teams for major organic-growth initiatives.

KEY DELIVERABLES & ACHIEVEMENTS

- €32M FTTH investment secured (170,000 households); 5G spectrum-auction preparation with €130–150M budget framing.
- NPV analysis for the Top-10 CAPEX-heavy products (€80–90M/yr capital deployment); €10M satellite-TV business case.
- €15M exclusive UEFA Champions League TV rights secured from a €25M bid.
- 3 M&A clean teams led, 3 binding offers submitted (EV €55–155M): a local ISP, a B2B VAS provider, an international triple-play operator.
- Top-10 digitalisation projects defined and launched; coached 2 colleagues (Orange Slovakia, Orange Romania); 20 hours of guest lectures at Chattanooga State University and Bryan College, USA (Nov 2019).

Co-Founder, Chief Marketing & Product Officer

10/2014 – 05/2015

MyTV.com — OTT TV start-up — Prague, CZ

Self-funded OTT TV start-up targeting CZ/SK/PL (later discontinued). 100% individual-contributor role.

RESPONSIBILITIES

- Conceive the product; author product description, branding brief and naming guidelines; prepare GTM plans for Slovakia, Czech Republic and Poland.

KEY DELIVERABLES & ACHIEVEMENTS

- Investor pitch deck, executive summary, business case and angel-round seeding materials; €40k self-investment as co-investor; full product and marketing scope as sole contributor.

Business Group Lead, Microsoft Office Division

03/2010 – 10/2014

Microsoft Slovakia — Bratislava, SK

Owned the Office & Productivity division for Slovakia — the largest revenue line, ~50% of subsidiary targets across all B2C and B2B segments.

RESPONSIBILITIES

- Deliver ~50% of subsidiary revenue (~\$40M) through Office, Exchange, SharePoint, Project, Visio, Yammer and Office 365; hit a 100% green scorecard on the Top-10 KPIs.
- Bring new releases to market across Retail, Online, SME, Enterprise, Public Sector, Partners and Distributors; personally lead the Office 365 launch.
- Own planning, reporting and performance reviews (monthly/quarterly/semi-annual) incl. Correction-of-Errors; lead external vendors (VAS resellers, LARs, online POS).

KEY DELIVERABLES & ACHIEVEMENTS

- Revenue targets met or exceeded 4 years in a row; 100% green scorecard on all Top-10 KPIs for 4 consecutive years.
- All new products launched on time and at quality within a ~\$130k annual marketing and product budget.
- 'White Angels' — 10 strategic Office 365 SaaS-pioneer partners with enhanced support and Microsoft Corp. incentives → first-ever \$1M Office 365 revenue milestone (2014).
- Drumbeat partner app (Windows Phone, iOS, Android) designed; \$15k corporate MVP funding secured.

Head of Data, Products & Messaging

01/2004 – 03/2010

Orange Slovakia, a.s. — Bratislava, SK

Led the Value-Added Services product team: full lifecycle of data and messaging products across B2C and B2B. Reported to the CMO; 70% people leadership, 30% individual contribution.

RESPONSIBILITIES

- Lead, motivate and coach 4–7 Product Managers; prepare and deliver the annual VAS roadmaps for B2C and B2B.
- Review and approve lifecycle decisions, specifications, pricing/tariff proposals, business cases and communication briefs.

KEY DELIVERABLES & ACHIEVEMENTS

- Team launches: 3G Internet, MMS, GPS Fleet Management, Email-to-SMS, Phone Insurance, IP TV, Network PVR (first France Telecom subsidiary to launch NPVR).
- Personal ownership: iPhone 3G/3GS GTM and the Apple agenda for Orange Slovakia; BlackBerry devices and BlackBerry Enterprise service.
- Continuous team career planning, development and performance management.

PORTFOLIO — 10 AI-NATIVE PROTOTYPES (2025–2026)

Built with Claude (API, Code, Cowork, Design), Google Stitch, SwiftUI/Xcode, React, Cloudflare and Netlify. Full portfolio at martincernak.com.

DrumBeat · IT channel · mobile B2B SaaS

"The Bloomberg Terminal for IT channel partners." Unifies multi-vendor content into one feed with a cross-vendor AI assistant, Vendor Admin WebUI, content analytics and an MDF ROI tracker. Conceived and shipped at Microsoft in 2014; rebuilt in 2026 as an AI-native SwiftUI platform. Claude · SwiftUI/Xcode · Google Stitch. Status: working prototype.

AlphaForge · Quant / fintech · desktop + mobile

Local-first, no-code quant research studio on Microsoft's open-source qlib, persona-adaptive UI, sealed strategy marketplace, cryptographic proof-ledger. Claude · qlib (MIT) · JS · Expo/React Native. Status: prototype.

TokenQuotaGuard · AI infrastructure · web / mobile / watch

Real-time token tracking with enterprise quota pooling and AI auto-rebalancing (35% → 78% utilisation in the model). Freemium → Enterprise pricing model (€500–900/mo); business case modelled (market sizing, unit economics), no users yet. Claude · Gemini · Google Stitch. Status: prototype + business case.

NoSaaS · B2B software · web directory

Directory mapping rented SaaS to owned replacements (54 tools, 30 mapped) with buyer's guides and migration playbooks. Claude · React · Netlify. Status: live site.

StockVerdict · Consumer fintech · web

A panel of specialist AI analyst agents (bull, bear, fundamentals, technicals) debates any stock into one explainable BUY/HOLD/SELL verdict with confidence score. Claude · multi-agent orchestration · React. Status: demo-ready web UI.

Sentinel · Consumer security · mobile · 24 screens

Real-time AI scam and call protection (texts, URLs, calls) with a remote family-protection layer and a zero-permission free tier. Claude · Google Stitch · Material 3. Status: designed prototype.

CleanseFast · Health & wellness · mobile

Mindful fasting tracker built on ritual and reward rather than timers; concept to working SwiftUI prototype in under a week. Status: prototype.

RideArchitect · Indoor cycling · consumer SaaS

Structured-workout builder for Zwift, Rouvy and Fulgaz with .ZWO/.MRC/.ERG export and a guest-first funnel; single tier at €1.99/mo. Claude · React · Supabase · Stripe. Status: prototype + pricing.

Open Baseball League 2027 · Civic / sport · web

Cross-border scheduler for 14 clubs across AT/CH/SK — 112 games from a single JSON source of truth, ICS export, DE/SK/EN. Claude/Cowork · Python. Status: scheduler built; league under negotiation with partner federations.

Post-Quantum Cryptography Migration Platform · Enterprise security · B2B

Control plane for post-quantum cryptography migration at Tier-1/2 telecom operators, timed to NIST PQC finalisation and 'harvest now, decrypt later' threats. Full investor deck, product strategy and technical specification. Status: concept + strategy.

EDUCATION

MSc, Management of Information Systems — Comenius University, Bratislava · 1996–2001

Certifications: 10 Anthropic Academy courses (Claude Code, Cowork, Agent Skills & Subagents, AI Fluency) · German B2 certificate (2025)

BOARD & VOLUNTEER LEADERSHIP

President, Slovak Baseball Federation (volunteer, national governing body) — designed the cross-border Open Baseball League 2027 concept and scheduler (14 clubs, AT/CH/SK).

COMPETENCIES

Corporate Strategy · Product Management · GTM & Monetisation · AI Transformation & Adoption · Key Account Management · SaaS / Cloud · M&A Support · Team Leadership · B2B & B2C · Business Cases (NPV, TAM/SAM/SOM) · RFP/RFQ · Agile / Product Owner

TOOLS

Claude (API, Code, Cowork, Design) · ChatGPT · Gemini · Google Stitch · SwiftUI / Xcode · React · Cloudflare · Netlify · Twenty CRM · Pipedrive · Power Automate / MS Graph · Resend · JIRA · Confluence · MS 365

LANGUAGES

English C2 · German B2 · Slovak native · Czech fluent