

Danny Tomalin.

**AI enablement.
Business change.
Working software.**

I help organisations turn AI ambition into practical change - finding the right problem, bringing people with you and making it work.

Nearly 20 years connecting business leadership, service design, product and hands-on engineering.

How I help

Find the opportunity

Observe work, map services and prioritise changes worth making.

Shape the change

Align people around a clear direction. Prototype, test and refine.

Make it work

Connect systems and data. Build, introduce and improve with the team.

People before tools

Hundreds of facilitated sessions. Observation, desk conversations, interviews, questionnaires and workshops - adapted to the audience.

Total Site Supply

Director. Built the commerce platform and supplier catalogue tools.

Yorkshire, UK

Selected work

Powered By Rental

Managing Director | Nov 2025 - present

Lead product, engineering, customer delivery and commercial operations. Connect the rental SaaS product with its market, customers and the team needed to deliver it.

Software Factory

System designer and hands-on engineer | At PBR

Personally engineered much of an AI-assisted delivery workflow connecting Jira, Sentry, specialist agents, MCP and GitHub Actions. Human review and layered testing shape selective automation.

Cigna

Solution Director | Through Razor

Won the engagement, led a three-day discovery in Connecticut and directed six engineers on AI-enabled procurement automation, using service design to define the work and its success.

Runway

Personally designed and built

A connected cashflow and operating model for my own use. Explore business scenarios through a UI or MCP using real bank, pipeline and operational data, including VAT forecasts.

Let's talk

hello@dannytomalin.com

linkedin.com/in/danny-tomalin

Experience

The breadth behind the work.

Current	Startwell Ventures Chief Product Officer Shape useful AI opportunities into products and changes people adopt, working alongside Gary Neville on strategy and Ben Eastwood on technology.
2025 - present	Powered By Rental Managing Director Lead commercial operations, product, customer delivery and engineering for a rental SaaS business, remaining hands-on.
2024 - 2025	Razor Chief Growth Officer / VP, GTM EMEA Won and led enterprise engagements, connecting commercial priorities with discovery, solution architecture and applied AI. Facilitated alignment and directed multidisciplinary delivery.
2021 - 2024	REYT Founder & Managing Director Founded and grew a software consultancy to over £500k first-year revenue with a seven-person team. Led discovery, product strategy, architecture and delivery across sport, health and digital services.
2018 - 2021	Razor Head of Design Established the design and service discovery practice. Led facilitation and service blueprints; shaped prototypes and software with engineers and customers.
2017 - 2018	i-intro Senior Frontend Engineer
2015 - 2017	Silkwood Valley Head of User Experience
2008 - 2016	YMC.TV / Lippy People Founder / Head of Multimedia

Built with teams. Built by me.

Rolls-Royce / AMRC: one of three engineers productionising blade-inspection software. **Lattice Training** and **P3RFORM:** team delivery of complete applications. **Pure Physiotherapy:** personally built the original mobile app. **Mina:** frontend delivery. **Our Chapters:** co-founder and technical lead, alongside Alex Stokes on the commercial side.

Technical foundation C# / .NET, PHP, TypeScript, Vue, React, Xamarin, Electron, SQL, RabbitMQ, Docker, Azure / AWS / GCP, GitHub Actions, MCP, LLM integration and RAG.

Ideas shared in public

Spoke alongside NVIDIA and Dell at an Advizex AI event. Guest in iON and Razor's Securing AI webinar and Razor's Tech Will Save Us podcast with Jamie Hinton. Writing on AI adoption, service design and data quality.