

Joscha Koepke

Head of Product | San Francisco, CA

joschakoepke@gmail.com
linkedin.com/in/joschakoepke
github.com/Meyk0
joschakoepke.com

AI product leader with deep hands-on experience across the full stack of enterprise conversational agents: memory and personalization, retrieval and knowledge grounding, and LLM evaluation systems. Led and grew Connectly's agent platform from inception to \$10M+ ARR, powering 40M+ monthly messages for enterprise retailers globally. Customer obsession built through years of working directly with customers, partnering with forward-deployed engineering teams to turn deployment learnings into product direction.

Selected impact

Scaled platform to \$10M+ ARR with 106% net dollar retention in 2025. Existing customers expanded faster than any churn.

2x direct in-thread purchases per session since Oct 2025, driven by evaluation-informed improvements to checkout, discount logic, and personalization.

40M+ monthly messages across outbound marketing campaigns and inbound AI agent interactions at 99% uptime.

Experience

Head of Product | Connectly AI

04/2021 - Present | Series B | Investors: Alibaba, Unusual Ventures

- Designed and shipped agent memory and personalization: per-session context summaries stored in Postgres, injected into key LLM calls (router, response generator, agent loops) for cross-session continuity. Architected around enterprise privacy requirements (consent, data minimization, retention, auditability), reducing time-to-checkout for returning customers on sales agents by ~3 min.
- Built and owned the AI evaluation platform: simulations, LLM-as-judge scoring, and telemetry to diagnose funnel drop-offs. Translated insights into checkout, discount, and personalization improvements, doubling direct in-thread purchases per session since Oct 2025.
- Led the AI Agent Builder Platform: reusable modules, standardized SDKs, and integration templates that cut agent setup and integration time from weeks to hours for forward-deployed and customer engineering teams.
- Defined composable SOP framework through direct work with enterprise retail customers: knowledge grounding, product search and recommendations, order status, and checkout. Translated deployment learnings into reusable modules now used in production globally.
- Designed real-time intent classification layer: routing between transactional and exploratory shopper intent upstream of the recommendation engine, then selecting between consultative dialog and direct recommendations based on context.
- Owned event-trigger-action orchestration architecture handling 40M+ monthly messages across outbound marketing campaigns and inbound AI agent interactions, maintaining 99% uptime across production deployments.
- Defined enterprise pricing and integrations: usage-based and managed tiers, plus strategic integrations with Salesforce, Braze, Shopify, and VTEX, contributing to 25% ACV growth and 40% YoY revenue increase.
- Hired and led global Product and Design team of 5. Established cross-functional alignment across Engineering, Sales, and Customer Engineering.

Earlier experience

Global Product Lead, Online to Offline | Google

09/2018 - 04/2021

- Led product and go-to-market strategy for online-to-offline ads and geo products across Search, Display, YouTube, and Google Maps. Scaled from beta to 9-digit ARR across 20+ countries.
- Core product was Store Visits attribution: probabilistic modeling of ad exposure to physical store visit conversion, working closely with advertisers to validate and scale results.

Senior Account Manager | Google

04/2014 - 09/2018

- Managed \$50M+ portfolio of automotive and mobility advertisers, achieving average 50% YoY growth through performance optimization and expansion.

Core competencies

AI agent systems	orchestration, tool & API integrations, retrieval & knowledge grounding, personalization, LLM-as-judge evaluation, simulations, telemetry
Platform product	APIs, SDKs, integration templates, developer experience, observability & debugging workflows, enterprise controls, pricing & packaging
Data & experimentation	customer development, A/B experimentation, SQL, Python
Security & compliance	ISO 27001 certification leadership, enterprise privacy (consent, data minimization, retention, auditability), access governance

Selected projects

- EngramViz: 3D brain visualizer that makes LLM memory visible in real time (engramviz.com)
- Model Atlas: time-traveling 3D map of AI model releases, providers, lineage, benchmarks, and source evidence
- RE Exam Prep: daily recall trainer for the California real estate exam
- EvalArena: hands-on training platform for writing AI evals (LLM-as-judge, trace analysis, rubric design)
- Standuparcade: slot-machine standup presenter picker (standuparca.de)

Education

- M.Sc. Management & Marketing, HEC Lausanne
- Global MBA Exchange, National Taiwan University
- B.Sc. Business Administration, University of Münster
- Full Stack Development, Le Wagon (2018)

Languages

German & English (native) | French (fluent) | Spanish (conversational)

Interests

Dogs, mostly Golden Retrievers and preferably puppies. Overpriced espresso machines. Paragliding over and surfing in San Francisco's cold and sharky waters.