Thor Matthiasson

AI Product Builder · AI Deployment and Implementation · Performance Marketing and Analytics

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SUMMARY

I scope AI with leadership teams, then build it and get it live. I have 13+ apps live, built by directing AI coding agents (Claude Code, Codex). At the core is a business "brain" I built for my agency and several of its clients: every day it pulls their ad, analytics and booking data together with economic indicators. It's how my two-person agency runs 15 client accounts and over $4M a year in ad spend. My background is 12+ years in performance marketing and analytics.

SELECTED ACHIEVEMENTS

- **The AI system behind a 15-account agency.** Seven live apps, six behind one sign-in, with about 3,000 automated tests. Read-only by design: the system recommends, people decide.
- **Heimdall: one revenue view for a tour operator.** Forward bookings by tour and channel against last year, with daily rival prices for 13 tours. Live for the operator and rolling out to other agency clients.
- **Google Ads turnaround for a tour operator.** Tracked booking value up 93% and bookings up 79% in two years, while foreign arrivals to Iceland grew 2%. Each extra dollar in year 3 returned 4.6×.
- **ESG data pipeline for UK commercial real estate.** 35M+ data points across 200+ properties. Quarterly reporting went from six weeks to two days.
- **Icelandic Skyr's UK launch, with no TV budget.** Waitrose sales ran at three times forecast and the range grew to 350 stores. It became a Google case study and won Best Local Campaign at the European Search Awards.

PROFESSIONAL EXPERIENCE

Founder | AI with Thor | New Haven and New York (part-time) — Jan 2026 – Present

- Scope AI with client leadership teams, then build and launch it end to end. Most recently built two AI apps for an AI consulting company, both live.
- Build and run my own AI products alongside client work, including Pagenta (live, paid plans) and Plurality (open source).
- Senior advisor on a retained advisory bench.

Co-Founder & Partner | Svartigaldur | Reykjavík (remote, part-time) — Sep 2018 – Present

- Co-founded a five-time Google Premier Partner agency managing over $4M a year in ad spend across 15 client accounts in tourism, finance and services.
- Built the agency's AI operating system by directing AI coding agents: seven live apps with about 3,000 automated tests that check every client's Google Ads, GA4, Search Console and Meta data daily and write a weekly briefing per account.
- Personally run two long-standing accounts with nearly $3.5M in combined yearly ad spend. Grew one tour operator's tracked booking value 93% in two years while the market grew 2%.

Co-Founder & Chief Data Intelligence Officer | Mobius Carbon | UK (remote, part-time) — Nov 2024 – Present

- Co-founded an energy-data and compliance startup for UK commercial real estate and designed its data architecture; the team grew to about 10 people.
- Led the ESG data pipeline with two developers: 35M+ data points across 200+ properties, cutting quarterly reporting from six weeks to two days.
- Advisor since stepping down from director duties in 2026.

Co-Founder, CMO & Data Analyst | Two Birds (which acquired Aurbjörg) | Reykjavík (part-time) — Aug 2018 – Mar 2023

- Co-founded a fintech for Icelandic real estate and banking.
- Co-developed the machine-learning model that appraised every home in Iceland.
- Built a repeat-sales (Case-Shiller-style) housing price index at the Central Bank of Iceland's suggestion.

Partner, Head of Digital & Director of SEM | The Engine | Reykjavík and Oslo — May 2014 – Aug 2018

- Directed search and paid media for Nespresso, Santander, Vodafone, Domino's, Hertz, WOW Air and Destination Canada.
- Developed and delivered Icelandic Skyr's UK launch with no TV budget: Waitrose sales three times forecast, a Google case study and Best Local Campaign at the European Search Awards.
- Moved to Oslo to lead the Diadora Bright Delivery launch (Gullblyanten 2016, team).

- Nominated for Google Premier Partner Awards' Search & Display Innovation award for the WOW Air display campaign (2018).

CMO | onanoff | Hong Kong — Sep 2012 – Sep 2013
- Led a global rebrand, paid media, SEO and distribution across East Asia and Northern Europe for a consumer electronics brand.

Business Development & Account Manager | Wimdu (Rocket Internet) | Hong Kong — Feb 2012 – Sep 2012
- Managed an international client portfolio for Rocket Internet's vacation-rental platform.

Video Editor | Sagafilm and Skjárinn | Reykjavík — 2003 – 2006
- Edited documentaries, TV shows and advertisements.

PRODUCTS AND RESEARCH

- **Pagenta (pagenta.ai).** Live publishing platform for AI-made pages: real URLs, passwords, scheduled jobs, analytics and A/B tests; AI agents drive it through a CLI and MCP. Paid plans since May 2026.
- **Plurality (pluralityai.com).** Multi-model AI panel: one question to 30 models from 10 providers, with debate, forecasting and red-team modes. Open-source MCP.
- **AI behavior research.** "Whose Side Is It On?" and "Who Said It?" (Apart Research AI × Epistemics Sprint, Nov 2026, with Jennifer McTiernan; code public): a one-line loyalty clause halved personalized selling across ten models. "Will Your Agent Lie for You?" (single author, pre-registered, submitted to the AAAI-27 Loyal Agents workshop): told to win, four of six models misstated their client's preferences, and it cost the client. "Price Matching, Not Stick-and-Carrot" (single author, pre-registered, Nov 2026).

AWARDS AND SPEAKING

- **European Search Awards:** Best Local Campaign, 2017 — developed and delivered independently; also nominated for Best Use of Social
- **Eurobest Media Grand Prix:** Sweden on Airbnb, 2017 (team)
- **Gullblyanten:** Diadora Bright Delivery, 2016 (team)
- **Google case study:** Icelandic Skyr UK launch, 2016
- **Multimodal Hacks winner:** Betaworks, NY Tech Week 2026 — one of 5 winners among 24 projects
- **Five-time Google Premier Partner:** Svartigaldur, managing over $4M a year in ad spend
- **Keynotes with Google:** Reykjavík, 2016 and 2018
- **Reykjavík University:** Guest lecturer in digital marketing, 2017–2020
- **NATO hybrid threats panel:** Invited panelist on the weaponization of social media, National Security Council conference, Reykjavík, 2020
- **Security Threat Council of Iceland:** Invited lecture on voter-manipulation threat scenarios, 2019
- **AI Tinkerers Reykjavík:** Founder and organizer

SKILLS

- **Customer delivery:** Use-case discovery, scoping with leadership teams, account management, teaching, ROI measurement (ROAS, marginal return).
- **AI:** LLM applications, AI coding agents (Claude Code, Codex), Model Context Protocol (MCP), LLM APIs (OpenAI, Gemini, Perplexity Sonar), multi-model evaluation, data integration.
- **Measurement:** Google Ads (Search, Performance Max, Demand Gen, YouTube), Meta Ads, GA4, Search Console, conversion tracking, consent-aware analytics.

EDUCATION

- MSc International Business, Reykjavík University (including ESADE), 2015
- BA Chinese and Economics, Beijing Language and Culture University, 2012

LANGUAGES

Icelandic (native), English (native level), Mandarin (fluent); basic Spanish, Danish and German.

PRESS

- Viðskiptablaðið (2018): search-data analysis ahead of a 20% fall in US visits to Iceland
- Morgunblaðið (2018): search signals predicting falling travel intent to Iceland
- RÚV national TV (2019): deepfakes and voter manipulation
- RÚV national radio (2018): how platforms use machine learning on users