McVal Osborne

London, UK | mcval.osborne@gmail.com | linkedin.com/in/mcval | mcval.org | github.com/mcvalosborne
Right to work: UK permanent resident (Indefinite Leave to Remain), no sponsorship needed | Available immediately

PROFILE

Forward-deployed AI builder and former Chief Data Officer. I sit with customers, find where AI will actually help, and ship it: an AI pricing skill at OCS Group that got within 5 to 7% of experienced estimators, a production MCP server with a paying customer, and an AI search visibility product, where I lead the build. I build by directing Claude Code and Codex, and Claude is the core of my build and delivery practice, setting the architecture, evaluation and guardrails myself, and I've run hands-on enablement from leadership teams to full company programmes.

SELECTED BUILDS

I design and ship production AI products by directing Claude Code and Codex: I set the architecture, the evaluation and the guardrails, and I review the output.

- **AI search visibility product (2026):** shipped a multi-tenant SaaS (Jul 2026) on Next.js, Python scoring on Modal and Supabase with row-level security. Detection quality is gated in CI against a hand-labelled gold set, and every score is reported with a confidence band.
- **JellyDoor (2026):** built and launched a remote MCP server that works inside Claude, with OAuth seats, usage metering, interactive in-chat cards and a rule that a human always posts. Live at jellydoor.com, with a paying customer.
- **Conflict Graph (2026):** designed an MCP-first, engine-neutral knowledge graph where one endpoint serves Claude, ChatGPT, Grok, Gemini and Cursor, with row-level security and a cross-client compatibility test suite.
- **Snapshot Insights (2026):** launched a beta research SaaS where agents plan, search, extract and write cited reports, with Stripe subscriptions, sign-in and scheduled reports.
- **AI cost and measurement tooling:** a multi-provider LLM spend monitor on the OpenAI and Anthropic admin cost APIs, and AI-answer probes on official SDKs using batch and prompt caching to cut cost per answer.

EXPERIENCE

NIOS (getnios.com), London | Co-founder and CTO *Feb 2026 to present*

- Co-founder of an AI visibility platform that helps brands understand and shape how they show up in AI search and recommendations. I own product, data and engineering, and build the platform hands-on.

Crest Advisory, London | Founder, consulting and advisory *2023 to present*

- AI consulting for companies adopting LLMs: diagnostics, scoping and building AI workflows, and back-tests on real data. Includes contract work as AI solutions consultant and enablement lead for Kowalah (Mar to Sep 2026).
- **OCS Group** (facilities management, 135,000+ staff): spent two days on site with the pricing team building an AI labour-loading skill that matched a 36,000-row asset register to SFG20 maintenance tasks. Iterated it on two live bids from nearly 4x off to within 5 to 7% of experienced estimators, presented the proof to the executive committee, then moved it into M365 Copilot and handed it to the internal team.
- **9fin** (debt capital markets intelligence, "all in on AI" with a 30% productivity target): scoped a US leadership offsite with the COO and designed a four-rung Claude capability ladder (Cowork, artifacts, live artifacts, Claude Code). Ran a 2.5-hour hands-on build session for about 29 high performers, where the CEO built a working tool live alongside a beginner. The session, pitched free, led to a ~£97k company-wide programme.
- Also: built a live Claude document pulling Salesforce org data over MCP for Precursive, ran a Claude enablement day for 11 Mayfair Equity Partners portfolio companies, and ran a four-week AI diagnostic for a UK market research agency.

Crest Labs Ltd, London | Co-founder *Jun 2024 to Sep 2026*

- Co-founded an applied AI product studio. Designed and shipped an AI social listening and engagement product for LinkedIn and X, leading product, data and engineering from architecture to customer onboarding.
- Built Gro3 (organic growth tools for X), which scaled to $100k ARR selling to web3 companies, then GroLink and GroLeads.

The Future Communicator, London | Co-founder and COO *Sep 2023 to Jun 2024*

- Co-founded an AI-in-communications training business with Peter Heneghan (former head of communications at No 10, BuzzFeed and LADbible). Ran AI training for the United Nations, McLaren F1 and others, and built an early generative AI tool that helped brands draft their communications.

Flight Story (Steven Bartlett), London | Chief Data Officer *Jul 2022 to Aug 2023*

- Led data strategy with the CEO and founding team, and led the build of Flight Deck, a proprietary SaaS platform that analyses social mentions of publicly traded companies.
- Co-authored a peer-reviewed paper on a digital ethnography framework for buyer personas, JMIR Formative Research, 2022.

EARLIER CAREER

- **Social Chain** | Head of Data & Insights | 2019 to 2022: built and ran the Data & Insights practice (social listening, audits, trend tracking, research) for brands including Arla, KFC, Bupa and L'Oréal, growing revenue to about £419k a year.
- **ORC International** (Engine Group) | UK Head of Strategy | 2013 to 2019: grew the UK Strategy practice from £10k to £230k, designed subscription research products, and experimented with early NLP (BERT) on research data.
- **Luntz Global**, Washington DC | Communications Advisor | 2011 to 2013: qualitative and quantitative focus groups and message testing.

TECHNICAL

AI-assisted engineering: I direct Claude Code and Codex to build TypeScript, HTML/JavaScript and Swift products (80+ GitHub repos); I don't hand-write Python. **AI:** LLM apps, agents, MCP servers, RAG, evaluation. **Stack:** Vercel, Supabase/Postgres, Modal, Cloudflare Workers. **Data:** social listening, survey and market research, analytics.

EDUCATION

BA (Honours), Spanish Literature, University of California, Santa Barbara, 2011. Endorsed by Tech Nation under Exceptional Promise in digital technology, 2018.