Max Atiutskii

Product & GTM operator. I help founders sell, ship and automate.

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PROFILE

8 years in custom software, self-taught: web development first, then iOS, then the commercial and product side. I work with two kinds of clients. Founders who need an idea turned into paying product, and operating businesses that want the manual work automated. In both cases I do three jobs most companies split across three people: close the engagement, own scope and roadmap, and ship it with a small team or on my own. I build prototypes and internal tools myself with AI coding agents, daily. I work through my own registered business in Georgia.

EXPERIENCE

ROCKETECH · Custom software for startups and businesses · Singapore, remote · 2018 to now

Partner · 2023 to now

- I close and run client accounts: discovery, proposal, pricing, negotiation, then scope, delivery and renewals.
- For founders without a CTO I take the product owner role: scope, backlog, roadmap, acceptance criteria.
- Teams of 1 to 4. Idea to launch in 1 to 2 months.
- About $3M billed on my accounts in 2023 to 2026, 25+ paying clients, largest account $870k over 16 months.
- Fintech, AI, HealthTech, LegalTech, recruitment, consumer apps.

Business development, on commission · 2021 to 2023

- Found and closed new clients, wrote proposals and estimates with the engineering team, stayed on as the client's contact after handover.

iOS developer, freelance · 2018 to 2021

- Built iOS apps on client projects: requirements with the client, Swift, App Store release, support.
- Also referred clients and candidates.

FormaCV · Partner, sales · AI CV formatting for recruitment agencies · 2025 to now · Remote

- I co-run the business and own sales: pricing ($0.99 per CV, usage-based), trials, onboarding, accounts.
- Paying agencies in the UK, Japan, Australia and Europe; three new accounts a day at peak.
- ATS integrations (JobAdder, Bullhorn, Firefish, Zapier) and custom work sold as paid builds.
- Run customer interviews and turn feedback into the product roadmap or upsells.

Freelance developer · before 2018

- CRM setups and integrations for small businesses, chatbots, websites and iOS apps.

SELECTED PROJECTS

Standardise · legal-tech SaaS, Singapore · 2026

The founder built the product with AI tools; we took it to production: code and security audit, fixes, load testing, launch. I sold it, set the milestones and ran the client side.

Subflare · AI subscriber-intelligence SaaS · 2025 to 2026

Came in with a founder's idea. Discovery, a two-week paid sprint that killed the main AI risk, then the MVP: requirements, prototype, dashboard, scoring logic, Mailchimp and Zapier integrations. Handed over, now on support.

Volumetryx · oncology clinical-trial imaging PoC · 5.0 on Clutch

Sold, scoped and led it to a demo-ready platform in about a month: large DICOM study uploads, PET-CT viewer, role-based trial setup. Built the clickable prototype myself.

HealthyNikah · matchmaking app for healthcare professionals · 2025 to now

Relaunched a legacy app on a new stack, iOS and Android: 3,300 members migrated without data loss, billing rebuilt, an Apple rejection turned into approval. Single contact for the client: scope, releases to both stores, user support.

Wowhouse · home-interiors marketplace, India · 2026

Turned the idea into an RFP and a user-story map, lead the build, price each phase. Did the WhatsApp Business API migration myself. Production live October 2026 with WhatsApp login.

Payment orchestration platform · Japanese market, fintech · 2025 to 2026

Closed, scoped and shipped with a small team: domain model and API first, daily deployments, first two merchants onboarded, turned into follow-on work. Client not named.

My own ops system · sales and delivery automation · 2026

A watcher reads Gmail, WhatsApp, Telegram and Slack every 5 minutes and files each message under the right project; 600+ contacts mapped to 160+ projects; CRM tasks close only with proof of send; 10 read-only agents for call prep, post-call notes, scope and pricing checks.

SKILLS

Commercial: Consultative and solution sales, discovery and qualification, proposals and RFPs, pricing and negotiation, account management, upsell and renewals, CRM.

Product: Requirements and PRDs, user-story mapping, MVP scoping, roadmap and prioritisation, acceptance criteria, customer development, go-to-market hypothesis testing.

Delivery: Lead a team of 1 to 4 or deliver solo, backlog and sprints, demos and retros, scope and risk, stakeholder and vendor coordination. Jira, Confluence, Linear, Notion, Slack.

AI & engineering: Build with coding agents (Claude Code / Codex), agentic workflows, RAG, MCP and API integrations. Backend, frontend, PostgreSQL, REST, auth, AWS, CI/CD, React Native and Flutter.