



Carl Palmquist

Commercial AI Builder

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 [Carl Palmquist](#)

Product-focused builder who ships AI into production. Background in API platform scaling (0 to 10M MAU) and commercial strategy. Now building and shipping AI products hands-on, Renofine, a renovation tool & Produlog, turning data into design.

EDUCATION

BBA Economics: Strategy

 **Lund University** | 07-11 | Lund

Thesis on entrepreneurship, startups & shared success factors.

SKILLS

- AI product development, idea to production
- Prompt engineering & LLM feature design
- API platform strategy & integrations
- Technical-commercial bridge
- Product discovery & roadmap
- 0 to 1, and 0 to scale

TOOLS

- Claude Code & Cowork
- Cursor, ChatGPT & Codex
- Postman & REST APIs
- Jira / Confluence
- G-suite incl. AI-suite

WORK EXPERIENCE

Founder & AI Product Builder

 **Calpa Labs** ([carlpalmquist.com](#)) | 26-Ongoing | Stockholm

- Designed, built and shipped  **Renofine** ([renofine.com](#)) on my own: a renovation planning and project tool, live at [renofine.com](#) with beta users running real projects & feeding back weekly.
- Built a multilingual translation agent for homeowners craftsmans, so they can run projects together.
- Full stack of the work: product, design, build and the outreach to get it in front of real users. Built with Claude Code, idea to production in weeks.
- **Produlog** ([getprodulog.com](#)): early-stage B2B SaaS automating product-catalog creation for beauty, fashion and FMCG brands. Different domain, same playbook.

Customer Success Manager (API Specialist)

 **Epidemic Sound** | 25 | Stockholm

- Retention and expansion of global enterprise clients
- AI/LLM product rollout and development
- Product roadmap prioritisations.

Partner API Manager & Solutions Architect

 **Epidemic Sound** | 22-25 | Stockholm

- Helped shape, champion and take to market the first external Partner API, shaping scalable business and pricing models.
- Supported 100+ sandbox integrations and onboarded 30+ live launches from global apps; the API grew to 10M+ MAU and 100M+ API calls.
- Led product discovery and roadmap prioritisation, idea to deployment.
- Co-created the first external SLA and shaped the API documentation.
- Awarded Most Innovative (Hack Week) for an AI feature that generates tailored playlists from any website.

CEO & Partner

 **Von Norten & Boxday** | 19-22 | Stockholm

- Owned P&L, strategic direction and end-to-end product development for a premium, eco-conscious home and body care brand.
- Scaled international retail and established the flagship store and web channel.

(Full history on [LinkedIn](#))