

Nick Thorne

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AI product leader and builder with more than a decade taking new products from early stage to commercial scale. Led Orbital Copilot from proof of concept to \$10m ARR across the UK and US; previously served as Shipamax's founding product leader through rapid growth and acquisition by WiseTech. As co-founder and CEO of Pebbo, personally co-architected, implemented and operated a live AI product while leading fundraising to a pre-seed term sheet from Fuel Ventures.

EXPERIENCE

Pebbo	8 months · Present
WhatsApp-first AI business operator for small service businesses.	
Co-founder & CEO	Jan 2026–present · full-time from May
Led fundraising to a pre-seed term sheet from Fuel Ventures; when my co-founder decided the founder path was not a long-term fit, we declined the offer and moved the live product into maintenance mode.	
Co-architected Pebbo's agentic system and personally implemented, tested, deployed and operated core agent workflows, Google and Microsoft email tools, Stripe billing, referrals and the customer web app.	
Built the marketing site, an AI BDR that automated outreach and a multi-agent end-to-end testing system that ran concurrent user simulations and reported product behaviour.	
Orbital	2 years 5 months
Vertical AI platform for real-estate legal work.	
Head of Product — Orbital Copilot	Jan 2025–May 2026
AI Product Manager	Jan 2024–Jan 2025
Led Orbital Copilot from proof of concept to product–market fit in the UK (2024) and US (2025), reaching \$10m ARR by May 2026 as the team grew from 6 to ~50. Copilot's success led to Orbital's \$60m Series B, led by Brighton Park Capital in January 2026.	
Built and led the Product, Design and Legal Engineering functions, hiring across all three; one of a three-person leadership team with the CTO and VP of AI sharing responsibility for Copilot's major decisions.	
Stayed hands-on in product and solution design, personally architecting product solutions for technically novel initiatives and representing Copilot throughout enterprise sales cycles.	
WiseTech Global Acquired Shipamax	1 year 3 months
Listed global logistics software company serving 17,000+ companies, including 24 of the top 25 global freight forwarders.	
Product Director	Nov 2022–Jan 2024
Led product strategy and roadmap for Digital Documents, one of WiseTech's six company-wide product-development priorities, across a ~40-person division and six adjacent product groups.	
Shipamax	4 years 8 months
Machine-learning document and workflow automation for enterprise logistics teams; acquired by WiseTech Global in November 2022.	
Director of Product	Dec 2021–Oct 2022
Head of Product	May 2019–Dec 2021
Product Manager	Mar 2018–May 2019

Shipamax continued

As founding product leader and an executive-team member, owned Product, Customer Success, Product Marketing and Design as Shipamax grew revenue 9.7x in 2021, reached multimillion-dollar ARR and was acquired by WiseTech.

Led the development and commercialisation of its machine-learning document-automation platform for enterprise logistics customers.

Managed 6 direct reports across product, design and customer functions, partnering with approximately 20 engineers and data scientists.

Represented Shipamax in enterprise RFPs, the \$7m Series A process, and acquisition diligence and negotiations.

Pusher

8 months

Scalable and flexible hosted APIs enabling realtime experiences across web and mobile.

Technical Product Manager

Aug 2017–Mar 2018

Yoyo Wallet

2 years 7 months

A B2B2C payments and loyalty platform combining fast mobile payments with rewards, offers and SKU-level customer insight.

Head of Platform

Jan 2017–Aug 2017

Head of Consumer Product

Jun 2016–Jan 2017

Product Manager

Feb 2015–Jun 2016

Led the Caffè Nero app project end to end, designing the product and managing its development, launch and scale to 650+ stores globally.

Cut average transaction time from 6s to 1s and effective payment cost from 2.7% to 1.3% through asynchronous payment batching and ML-based risk controls; grew monthly transactions from ~70k to 700k+ through experimentation and moved deployments from bi-weekly to multiple times per day.

ICaPRTY

4 years 9 months

Nightlife events company for Imperial College students.

Founder

Sep 2012–May 2017

Founded while at Imperial; bootstrapped the student-events business to £130k annual revenue and sold it in 2017.

EDUCATION

Imperial College London

MEng Chemical Engineering, 2.1 Hons

CORE EXPERTISE

Product and organisation leadership: Product-function building, organisation design, hiring and coaching, and cross-functional leadership.

Product management: Product strategy and delivery, customer research, data analysis, product and interaction design, pricing and packaging, product positioning, product-market fit and international expansion.

Applied AI systems: Agentic workflows, harness engineering, multi-agent orchestration, tool use, retrieval, automated evaluations and human-in-the-loop systems.

Hands-on software engineering · Using coding agents: Web, mobile and agentic application development; APIs and third-party integrations; automated end-to-end testing; deployment, production monitoring, debugging and live iteration.