

Piroune Balachandran

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Management Consultant · Cornerstone Research 2016–2022 · Founder & CPO of a bootstrapped \$1.2M AI studio

AI product founder with nearly six years at Cornerstone Research and a bootstrapped studio generating \$1.2M in FY2025 revenue. Identifies business opportunities for AI, designs and builds agentic systems, and leads adoption from discovery through deployment, with hands-on depth in model orchestration, retrieval, memory, and evaluation.

EXPERIENCE

Enso Demo

Dec 2025–Present

Co-Founder & Chief Product Officer

Decision layer for knowledge work: a knowledge graph of people, projects, and decisions built from Slack, Gmail, Linear, GitHub, Notion, and meetings.

- Ran 100+ discovery calls with founders, product managers, and team leads; converted the findings into product strategy, roadmap, and positioning.
- Signed four design partners (Integro, Kolibri Labs, Hashmark, Flowio), built a 50+ person organic waitlist from Uber, Amazon, Salesforce, and McKinsey, and secured a confirmed ~200-employee enterprise pilot with Society for Science.
- Set technical direction for a five-engineer team: chose Elasticsearch hybrid search, designed the phased natural-language search rollout, and wrote acceptance criteria and evaluations for the LLM extraction pipelines.

NodeStar

May 2022–Present

Founder & Chief Product Officer

Bootstrapped AI product studio building custom AI products for finance and education clients.

- Grew the studio with \$0 outside capital to \$1.2M in FY2025 revenue, running up to six concurrent client engagements with a team of seven.
- MasterFi (fintech): led the product from a messaging-based AI financial-guidance prototype tied to employer 401(k) plans through production launch, including the employer analytics app and long-term memory layer; authored the strategy repositioning it from advice chat to an agent that takes financial actions.
- Trajan Wealth (\$2.5B-AUM RIA): led delivery of a native iOS/Android app with portfolio dashboards, a conversational AI assistant, biometric MFA, and appointment scheduling, integrated with Salesforce, Snowflake, MuleSoft, and Auth0.
- Social Studies School Service: designed and shipped a Socratic-dialogue AI tutor for a curriculum platform serving 100K+ users.
- Breck Dynamic Learner Platform: built a wellness-guardrailed AI check-in companion for a ~1,200-student school.

Cornerstone Research

Sep 2016–Apr 2022

Research Associate (2019–2022) · Senior Analyst (2018–2019) · Analyst (2016–2018)

Economic and financial consulting for Fortune 500 clients in litigation, mergers, and valuation.

- Led a 14-analyst team on a \$22B pharmaceutical litigation; presented analysis and recommended approaches directly to testifying experts and client counsel.
- Led five analysts building derivatives-valuation models for a \$1B+ portfolio at a bulge-bracket bank; served as point person for the client and the testifying expert (a former head of commodities at a global bank) through a favorable settlement.
- Led three- and four-analyst teams on a \$67B healthcare merger under DOJ review (completed), a \$4.3B K-12 take-private valuation, and a \$58B aviation litigation.
- Designed a consumer-choice survey and ran econometric analysis for a multinational automaker; advised C-suite and marketing leadership on marketing-spend impact and lead-generation strategy.
- Led the firm-wide data-vendor transition: built the new-analyst training curriculum, standardized data retrieval, and authored best practices adopted across offices.

PROJECTS

- AI Model Router — Codex and Claude Code orchestration; selective subagent proxy preserves native Claude desktop tools, dynamic workflows, Remote Control, and subscription use. Prompt specifications, acceptance criteria, and release-gate reviews across six releases.
- ScriptStudio — autonomous research-to-video pipeline with 15-gate QA; 60 published videos, 21,860 views.
- Restaurant Buddy — permissioned reservation-booking agent with audited mandates; signed macOS desktop app.
- GTMage — built social research and outreach workflows with source-grounded drafts and review before publishing.
- Pavilion — built an interactive 3D portfolio in Three.js with navigation, video, games, and desktop/touch controls.

SKILLS

Business Strategy · Problem Solving · Business Analysis · Market Research · Financial Analysis · Stakeholder Management · Business Writing · Product Ownership · Product Strategy · Roadmaps · AI Adoption
LLM and Agentic System Design · Multi-Agent Orchestration · Retrieval and Knowledge Graphs · Tool/API Integration · Memory and Context Design · Model Evaluation · Python, TypeScript, SQL, Excel
Languages: English, Hindi (native); Spanish, French (limited working)

EDUCATION

Williams College — B.A., Economics and History

2016

IE Business School, Madrid — Finance coursework

2015