

FLORENCE HINDER

AI DEPLOYMENT | INFRASTRUCTURE & REGULATED INDUSTRIES | UK & NZ CITIZEN | LONDON

CONTACT

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EDUCATION

BE (Hons) Civil Engineering

*The University of Canterbury
Canterbury, NZ | 2017*

CERTIFICATIONS

ICAgile Certified Professional - Agile
Team Facilitation | 2021

Certified ScrumMaster® (CSM®) |
July 2020 Scrum Alliance

SKILLS

Technical

Python, SQL, React, TypeScript,
RAG/LLM

AI & Deployment

LLM Deployment, Generative AI, AI
Implementation, Solutions
Engineering

Delivery & Product

Product Management, Agile & Scrum,
Cross-functional Delivery, Change
Management

Stakeholder

C-Suite & Government, Enterprise AI,
Regulated Industries

Experienced founder with a background in physical engineering projects and AI software deployments. Worked with C-Suite executives to implement software in complex regulated organisations when no one else could. Implemented Europe's first real time hydraulic transient system in the water industry.

EXPERIENCE

COFOUNDER

FLEXSTA | LONDON | JUNE 2023 - PRESENT

- Built a product I wanted that didn't exist, validated demand from a single Canva page posted on Reddit, got 100 signups before production even started.
- Bootstrapped solo with £2,000 - designed product, established manufacturing partnerships, and grew organic traffic without paid ads, then built paid acquisition to scale.
- Now operating with a cofounder and customer support team and across three international fulfilment centres; thousands of units shipped at 80% gross margin.
- Grew the business 281% in the last year, 50% in the last month.

FOUNDER & AI PROJECTS

ENTREPRENEUR FIRST | LONDON | JANUARY 2024 - JANUARY 2025

- Selected for the Entrepreneur First Accelerator. Conducted +20 customer interviews to validate market opportunity for an Insurance for AI startup; engaged insurers at Lloyd's of London and AI startups requiring risk mitigation alongside AI researcher cofounder.
- As commercial and product lead, built and deployed an LLM-powered conversational AI product for customers using RAG architecture alongside a technical co-founder; signed 3 paying customers and multiple pilots. Owned outreach, sales, onboarding and product for 8ai.co.nz.
- Facilitated 3 technical cohorts covering RLHF, scalable oversight, unlearning, Constitutional AI, AI Governance for professionals including UK government officials and AI researchers.

FOUNDER

FUTURE JOURNEYS | LONDON | APRIL 2023 - JUNE 2024

- Led the tender for a £9M government contract with Transport for Greater Manchester, with financial and hardware backing from an established NZ bus audio company. Met all qualifying criteria and technically competitive.
- Solo built a real-time AI-powered TTS system integrated with live GTFS transit data — Python backend, React frontend — generating dynamic audio announcements that updated automatically with schedule changes.

PRODUCT LEAD, THOUGHTSAVER

SPARK WAVE | REMOTE | OCTOBER 2021 - MARCH 2023

- Operated as Product Lead within a team of five, owning roadmap and stakeholder alignment across engineering and design.
- Grew weekly active users 5% week-over-week through targeted feature development and user interviews.
- Integrated early generative AI (GPT-2) for automated content generation; built and managed data analytics dashboard to drive product decisions.

LANGUAGES

English | Fluent

French | Intermediate

SCRUM MASTER | AGILE PROJECT MANAGER

AUCKLAND TRANSPORT | AUCKLAND | OCTOBER 2020 - OCTOBER 2021

- Led a high-performing cross-functional team of six across engineering, operations, and stakeholders.
- Led implementation of the “On-Bus-Connectivity” project \$150M invested to upgrade bus connectivity and implement bilingual audio messaging system across Auckland's public transport network, a multi-million-dollar project.
- Developed, customer tested, engaged key stakeholders and accessibility groups to deliver bilingual audio announcements across 1,400 buses running 15,000 trips a day. Reduced the 7,000 daily driver questions about bus stops.
- Led presentations to executive stakeholders, and company wide all hands.
- Won the Global Top 50 Innovators in Government for the Audio on buses project.
- Worked closely with Auckland Transport executive leadership to transform organizational project management methodologies.

SOLUTIONS ENGINEER (POST-SALES)

OPTIBUS | LONDON | JULY 2019 - AUGUST 2020

- Worked end to end implementing Optibus' optimization software for the company's largest public transportation client at the time (Firstbus).
- Designed and ran onboarding trainings, was the client point of contact for issues and responsible for debugging these issues.
- Built python scripts to automate data processing for implementation.

PROJECT MANAGER (CONTRACT)

HYDRAULIC ANALYSIS LIMITED (HAL) | LONDON | JULY 2019 - JAN 2020 (concurrent with Optibus)

- Implemented Europe's first real time hydraulic transient system for water networks, at Thames Water for one DMA (district metered area), helping Thames Water proactively identify leaks.
- Unblocked implementation by bringing senior leadership onboard to make the project possible alongside using technical knowledge of hydraulic transient systems.
- Presented project pilot findings to managers at Thames Water.

GRADUATE CIVIL ENGINEER

STANTEC | NZ & UK | DECEMBER 2017 - JULY 2019

- Developed a VBA prioritisation tool providing projects with a priority and complexity ranking. Estimated to save the client 1 Million NZD over the 3-year life-cycle.
- Co-managed three water construction projects and ensured action ownership and clear communication, resulting in a cost-saving of 3% over 4 Million NZD of physical work.
- UK Thames Water Secondment: planned network maintenance, designed and submitted permits, modelled development impacts using InfoWater and ArcGIS.