



CORE STRENGTHS

Client Ownership

- Account ownership from kickoff to renewal and expansion
- Executive and C-level stakeholders
- Leading clients through disruption, from acquisitions to product change
- Enabling external developer teams from integration to launch

Solution Design

- Turning ambiguous requests into scoped, prioritised plans
- Writing playbooks other people can run
- Status as evidence, not assertion

Technical Credibility

- BSc Computer Science; builds and ships production software
- Hands-on with LLM agents, MCP servers and custom APIs
- Explains technical tradeoffs to executives in business terms
- Shapes the solution with engineering and product, not just manages delivery

Commercial

- P&L ownership and forecasting
- Commercial audits and competitive analysis

CATHAL O'SULLIVAN

DEPLOYMENT STRATEGY • CLIENT OWNERSHIP • AI BUILDER

OVERVIEW

Founder and commercial operator who owns the client outcome from first call to production. Ten years across enterprise SaaS, ad tech and gaming: \$250M+ in net revenue at Unity, a monetization function built from zero at Sandsoft, and since early 2026 AI systems built every day.

I created PAPI to solve a problem every deployment team has: getting work from a messy request to production without losing context along the way. I want to do that inside customers' organisations, alongside their engineers and executives.

WORK EXPERIENCE

Founder, PAPI & Independent Advisor

BARCELONA, SPAIN | NOV 2025 - PRESENT

- PAPI (since Feb 2026): AI-native project management platform with an MCP server. Multiple agents and contributors run in parallel without drifting, whatever model or harness each uses. 150+ users, 191 projects. Self-hosted on a VPS with custom APIs and our own Postgres/Auth stack. Open-source engine (MIT): github.com/getpapi/papi.
- Advisory: McKinsey (mobile gaming, ad monetization); Slate Path Capital (ad-tech supply side); EncoreKit (go-to-market advisor).

Shipped with PAPI:

- Idle Vibe Tycoon — Google Play in 39 days, five contributors across four continents, each on their own AI assistant, coordinated through PAPI. RevenueCat Shipaton entry.
- connemaracooks.com — paid client build.
- ad-revenue.getpapi.ai — ad-LTV calculator built from the eCPM models I operated at Unity.
- cliffcheck.com — 3rd of 1,000+ entries in a weekend hackathon.

Sandsoft Games - Head of Ad Monetization

BARCELONA, SPAIN | JUN 2024 - OCT 2025

Built the function across about twelve F2P titles, in-house and published, owning delivery quality while enabling and mentoring external developer partners.

- Zero to **\$2.75M in ad revenue, ~65% of company revenue**. Impressions up **380% to 116M per quarter** across **13+ networks**, holding fill rate and quality.
- **92 A/B tests, 65 promoted**, averaging +9.65% ARPDau per promoted test.
- Led commercial audits of publishing opportunities, influencing acquisition decisions.

AI BUILD STACK

Claude Code · OpenCode · Codex · PAPI /
MCP · Next.js · TypeScript · Expo / React
Native · Self-hosted VPS · Custom APIs ·
Own Postgres/Auth · GitHub · RevenueCat ·
AdMob · OneSignal · PostHog · Resend ·
Stripe · Playwright

COMMERCIAL TOOLS

CRM

Salesforce
HubSpot
Outreach
Sensor Tower

BI and Analysis

Amplitude
Looker
Excel / Sheets

Organization

Notion
Linear
Jira
Slack

EDUCATION

BSc. Computer Science – 2:1

2011 – 2013 · DIT, Dublin

BSc. Multimedia Programming – 1:1

2013 – 2015 · IADT, Dublin

CONTACT

EMAIL cathalosullivan92@gmail.com
LINKEDIN [cathal-o-sullivan](https://www.linkedin.com/in/cathal-o-sullivan)
GITHUB github.com/getpapi
PORTFOLIO cathalos.getpapi.ai
LOCATION Barcelona, Spain
WORKING Remote / Hybrid / Onsite

WORK EXPERIENCE (CONTINUED)

Unity – Head of Market, Monetization (Unity Ads)

LONDON, UK | OCT 2018 – MAY 2023

Regional lead for Unity Ads across the Nordics, UK, Spain and MEA. Owned the commercial performance and client relationship for 500+ publishers and studios generating \$150M+ yearly. Four titles in 4.5 years: Account Manager → Client Partner → Senior Client Partner → Head of Market.

- Delivered **\$250M+ in net revenue, including \$85M in my final year (~7% of Unity's global revenue)**.
- Closed multi-million-dollar contracts with Sega, Wildlife Studios, Next Games, Miniclip, Tripledot, Popcore and Take-Two.
- Founded Unity's European C-level publisher roundtable, then built a UA transfer mechanism and bonus scheme from what it surfaced.
- Worked with Unity's product team on its original mediation product, and was primary point of contact with IronSource ahead of the acquisition.

Omada & Vela Games – Head of Monetization

LONDON, UK & DUBLIN, IRELAND | APR 2023 – MAY 2024

- Owned monetization, in-game economy and IAP for a Series B sports social casino (5M+ downloads) and a PC F2P title; set KPI targets with the C-suite.

Qualtrics – Senior Business Development Manager

DUBLIN, IRELAND | MAY 2016 – SEP 2018

- Outbound enterprise SaaS sales development: cold outreach, lead qualification and meeting set-up across 100+ accounts, enabling six-figure deals, plus some closing. Twice BDM of the Quarter.

GameX – CEO & Founder

DUBLIN, IRELAND | APR 2014 – MAY 2016

- Raised **€350k+** at a \$1.5M valuation; grew to 80k MAU in 14 months; hired six full-time and three part-time staff. Wound down in 2016.
- Won the Wicklow and Leinster finals of Ireland's Best Young Entrepreneur; youngest solo pitch on Ireland's Dragons' Den.

REFERENCES

References available on request