



CORE STRENGTHS

Platform & Technical Sales

- SDK-integrated platform sales to publishers and studios
- Outbound prospecting, qualification and discovery
- Multi-stakeholder deals, from product teams to C-level
- Exclusive partnership structuring

Founder & Advisor

- Founder and CEO: fundraising, hiring and selling
- Go-to-market advisor to EncoreKit; advisor to McKinsey and Slate Path Capital

AI-Native Building

- Daily hands-on with Claude Code, OpenCode and Codex
- Ships and operates production software
- Salesforce and HubSpot pipeline discipline

CONTENT / WEBINARS

1. [Unite 2020: Making Money in Mobile](#)
2. [PGG London: Make Monetization Fun](#)
3. [Unity Learn: Monetisation Best Practices](#)

CATHAL O'SULLIVAN

FOUNDER • PLATFORM SALES • AI BUILDER

OVERVIEW

Founder turned enterprise and ad tech sales leader, now building with AI. Outbound enterprise SaaS at Qualtrics, then 4.5 years selling Unity Ads to publishers and studios, closing multi-million deals and delivering \$250M+ in net revenue. I then moved in-house to run monetization for game studios.

Since early 2026 I build with AI agents daily. I created **PAPI**, the planning platform that keeps Claude Code, OpenCode, Codex and other agents aligned across projects, and I advise McKinsey, Slate Path Capital and EncoreKit.

WORK EXPERIENCE

Founder, **PAPI** & Independent Advisor

BARCELONA, SPAIN | NOV 2025 - PRESENT

- Advisory: McKinsey (mobile gaming, ad monetization); Slate Path Capital (ad-tech supply side); EncoreKit (go-to-market advisor).
- **PAPI** (since Feb 2026): AI-native project management platform with an MCP server. Plan, build history and handoff stay explicit so multiple agents and contributors run in parallel without drifting. 150+ users, 191 projects. Self-hosted on a VPS with custom APIs and our own Postgres/Auth stack. Includes a built-in CRM I use for my own outreach. Open-source engine (MIT): github.com/getpapi/papi.

Shipped with PAPI:

- **Idle Vibe Tycoon** — Google Play in 39 days, five contributors across four continents, each driving their own AI assistant through PAPI; RevenueCat IAP + AdMob. [RevenueCat Shipaton entry](#).
- [ad-revenue.getpapi.ai](#) — live ad-LTV calculator built from the eCPM models I operated at Unity.
- [cliffcheck.com](#) — benefits-cliff calculator; 3rd of 1,000+ entries in a weekend hackathon.
- [connemaracooks.com](#) — paid client build.

Sandsoft Games - Head of Ad Monetization

BARCELONA, SPAIN | JUN 2024 - OCT 2025

- Zero to **\$2.75M in ad revenue, ~65% of company revenue**, across a dozen in-house and published titles, managing 13+ network partners including AppLovin, AdMob, Unity, IronSource and Liftoff.
- Led commercial audits of publishing opportunities, influencing acquisition decisions, and enabled external developers from integration to launch.

AI BUILD STACK

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

SALES & COMMERCIAL TOOLS

Sales	Advertising
Salesforce	Max
HubSpot	AdMob
Outreach	LevelPlay
Sensor Tower	Unity Ads
BI and Analysis	Organization
Amplitude	Notion
Looker	Linear
Excel / Sheets	Slack
	Jira

EDUCATION

BSc. Multimedia Programming – 1:1
2013 – 2015 · IADT, Dublin

BSc. Computer Science – 2:1
2011 – 2013 · DIT, Dublin

CONTACT

EMAIL	cathalosullivan92@gmail.com
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GITHUB	github.com/getpapi
PORTFOLIO	cathalos.getpapi.ai
LOCATION	Barcelona, Spain
WORKING	Open to relocate to Dublin

WORK EXPERIENCE (CONTINUED)

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.

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. Publishers integrate Unity Ads into their games and Unity earns a revenue share on the ad impressions. 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)**, owning commercial performance for 500+ publishers and studios generating \$150M+ yearly.
- Closed multi-million-dollar contracts with Sega, Wildlife Studios, Next Games, Miniclip, Tripledot, Popcore and Take-Two, including exclusive partnerships that expanded mediation and bidding adoption across the region.
- Grew the UK, Spanish and Nordic markets into Unity's top revenue-generating regions.
- Founded Unity's European C-level publisher roundtable, then built a UA transfer mechanism and bonus scheme from what it surfaced, retaining publisher earnings in-ecosystem ahead of the IPO.
- Built a real-time sales pipeline in Salesforce using Sensor Tower. Worked with Unity's product team on its mediation product and was primary contact for IronSource before the acquisition.

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 a gaming recommendation platform 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