(a) — curriculum vitae · london, october 2026

Alexandros Stergiou

Founder & CTO building the parts of mobile apps you never notice — and the companies around them.

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(b) — profile

Engineer's craft, founder's remit

fifteen years in mobile; two companies in flight

Co-founder and CTO of Tapp and founder of Wanilla, two London-based mobile startups I lead across product, commercial and technical lines. Patented inventor of configuration-driven app generation. Fifteen years as a native iOS engineer and tech lead at Ford, BP and Trainline, now applied to founder-led sales, fundraising, pricing, compensation design and App Store compliance.

20+	£250k	£0	70+
clients live in production at Tapp, 100+ qualified leads in pipeline	SEIS round with HMRC Advance Assurance, secured Oct 2026	paid acquisition; #1 on Google for "Firebase Dynamic Links alternative"	qualified inbound opportunities in 30 days after Wanilla's repositioning

(c) — current

Founder roles

outcomes over tasks; claims kept conservative and verifiable

Tapp · Co-founder, CEO / CTO

apr 2025 — present

Tapp.so Limited, London. One tool for referral, affiliate and influencer programmes in mobile apps: tracked links that survive the app-store install, attribution of later in-app events back to the sharer, and automated performance-based creator payouts via Stripe. The replacement for Google's discontinued Firebase Dynamic Links; a simpler alternative to Branch, AppsFlyer and Adjust.
tapp.so

`founder-led sales` `go-to-market` `pricing` `fundraising` `team leadership`

- Took the company from incorporation (April 2025) to public launch (early 2026), **20+ clients live in production**, published pricing and an assured SEIS round in roughly 18 months; moved full-time onto Tapp in 2026 while leading a distributed five-founder team across London and Athens.
- **Founder-led sales:** personally ran every discovery and demo call (~20 documented calls in March–April 2026 alone) across health & fitness, social, travel, edtech, eSIM and creator-economy apps, from indie developers to a Saxo-owned reading app and an 11-app fitness portfolio. Several prospects committed on the call; first call to live integration typically under 24 hours.
- **Zero-spend go-to-market:** built inbound demand with no paid marketing — #1 on Google for "Firebase Dynamic Links alternative", surfaced by ChatGPT, Perplexity and Gemini for mobile affiliate tooling (664 AI-referred visits in one month), plus warm introductions via my co-founder's agency. Ran the lead pipeline with AI tooling instead of hiring ops staff.
- **Pricing & business model:** designed tiered SaaS (Free / $49.99 / $199.99 / Enterprise) plus a 5–20% commission on campaign payouts; structured payouts so funds move directly from the client's Stripe account to creators, keeping Tapp a software business rather than a payments intermediary.
- **Fundraising:** led the raise end to end — three investor decks (£2M pre-seed, £250k SEIS, HMRC-facing), five-scenario P&L model (CAC, ARPU, cost of sales, hiring, runway), triage of 31 VC funds, direct pitches including VentureFriends (€100M fund). **Secured HMRC SEIS Advance Assurance** for a £250,000 round in October 2026.
- **Customer success:** onboarded every beta client by hand and turned recurring requests into roadmap priorities — self-serve affiliate sign-up, revenue-share payouts tied to App Store / RevenueCat subscriptions, multi-level referrals, a creator marketplace. Shipped iOS, Android, Flutter and React Native support from launch; assembled an advisory network (commercial advisor with multiple exits; CTO of The Fabricant).

Wanilla · Founder, CEO / CTO

jul 2016 – present

Wanilla Holdings Ltd, UK. A platform that turns web applications into production-ready native mobile apps and publishes them to the App Store — native wrapper, push, sign-in, in-app purchases, analytics, submission and ongoing configuration. Repositioned toward founders who build with AI app builders (Lovable, Base44, Replit) but cannot get to a shippable mobile product. wanilla.co

`repositioning` `app store compliance` `compensation design` `process` `ip strategy`

- **Repositioning & growth:** moved the product into the AI-generated-software market and generated **70+ qualified inbound opportunities in 30 days**, before self-serve existed. Ran onboarding manually in the meantime and used that demand (notably for Android) to set the roadmap: Android launch, self-serve onboarding, automated publishing, scaled inbound.
- **Fundraising & corporate:** opened a round at $250K minimum / $500K target for 5–15% equity to hire three engineers, launch Android and automate onboarding and publishing; wrote investor outreach combining traction, IP and positioning; ran due diligence on inbound approaches to screen out fee-based “investor access” schemes. Handle statutory administration for Wanilla Holdings Ltd.
- **Compensation design:** structured a KPI-gated equity package to attract a senior iOS engineer — up to 10% over 24 months, time-based vesting with a 6-month cliff, each tranche released only against product-delivery and launch KPIs.
- **App Store publishing & compliance:** published multiple platform-built apps (FlagMaster, Hangman); managed review end to end, resolving rejections on remote configuration, data/tracking disclosure and third-party services with reviewer communications and remediation plans. Built repeatable publishing processes: platform-ownership disclosure, per-app branding and credentials, fully separated app identity and infrastructure.
- **Operations & process:** authored a phased integration playbook with verification checkpoints and a lessons-learned log, refined after every published app; designed onboarding that walks non-technical founders through Google sign-in and App Store configuration; set up a model where each customer app gets its own isolated, pre-provisioned backend.
- **Commercial features:** in-app purchase and monetisation management, AI-assisted paywall copy and multilingual App Store listing optimisation, and App Store analytics dashboards.

(d) — intellectual property

Patent

foresight: filed years before the AI app-builder wave

WO 2021/069905 A1 · Inventor

patents.google.com

- Configuration-driven application generation: an app’s interface, navigation, data sources, APIs and behaviour defined in a portable configuration layer and rendered across devices and operating systems.
- Positioned as strategic leverage for Wanilla — licensing, defensive posture, partnership discussions and long-term acquisition optionality — as many architectural ideas now surfacing in AI app builders overlap with problems the patent addresses.

(e) — engineering career

Lead & senior iOS roles

contract tech leadership across automotive, energy, travel and media

jan 2024 – feb 2026

Trainline · Senior iOS Developer (contract)

Interface, networking, data and architecture across the consumer iOS app — Swift, SwiftUI, server-driven UI, protocol-oriented design.

mar 2023 – jan 2024

BP · Lead iOS Developer (contract)

Part of the original team that architected BP’s global server-driven iOS app framework; worked with business and backend teams to shape the regional flavours of BP’s apps worldwide.

jan – nov 2022

Global Radio · Senior iOS Developer (contract)

Full-stack iOS work on the consumer app — Swift, RxSwift, Viper, SwiftUI, pair programming.

aug – oct 2021

Zenly · Senior iOS Developer (contract)

User-interface engineering across most of the social app’s core features.

jan — apr 2021

Claro · Senior iOS Developer (contract)

Theme and interface updates across the iOS app following the company's rebrand.

mar 2017 – dec 2020

Ford Motor Company · Lead iOS Developer (contract)

Led the FordPass and FordPass Pro connected-vehicle apps from architecture to implementation — vehicle status, service events, dealer and fuel finders, onboard-computer interaction; paired with the Android team to keep behaviour consistent across platforms.

(e) — earlier

2012 — 2016

the first years in mobile

sep 2015 – jul 2016

Tribal Worldwide · iOS Developer (contract)

Vehicle-status and ownership app for a major car manufacturer.

2015

Tunepics · Tictrac · Rethought Solutions · iOS contracts

Audio/video framework for a social app; HealthKit-powered wellbeing app; in-store scan-and-pay app with custom indoor navigation for a major UK retailer.

2014

Glance · Sole iOS Developer

Location-aware social app integrating Facebook, Twitter and Instagram. Attended WWDC 2014, San Francisco.

2012 — 2013

SAP · Tribal Group · iOS Developer

Enterprise iOS apps for SAP (Mobile Documents, Mobile CRM, Financing Payment Simulator, Customer Monitor) and the JKO mobile-learning app for Tribal Group.

(f) — skill taxonomy

What I bring

fluent between technical and commercial audiences

commercial

Founder-led B2B sales · customer discovery & lead qualification · go-to-market strategy · SEO and AI-search-led inbound growth · pricing & business-model design · customer onboarding & success · translating feedback into roadmap

corporate & finance

Fundraising (SEIS, pre-seed, VC outreach, pitch decks) · financial modelling & forecasting · investor relations · investor due diligence · equity & compensation design · statutory company administration

product & operations

App Store publishing, review & compliance · process design and playbooks · onboarding design for non-technical users · monetisation (IAP, paywalls, ASO) · distributed team leadership · lean operation with AI-assisted workflows

technical

Swift · SwiftUI · Objective-C · UIKit · server-driven UI · MVVM / Viper · protocol-oriented design · RxSwift / Combine · TDD · Vapor / Fluent backends · App Store Connect · basic Kotlin / Java · JavaScript, HTML, CSS

(g) — background

Education & languages

education

Computer Science, Informatics Department
Athens University of Economics and Business · 2003 — 2008

languages

Greek · mother tongue
English · proficient
Spanish · beginner