

Diego Pael

AI-NATIVE OPERATOR & BUILDER · I ORCHESTRATE, I DON'T CODE

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WHO I AM

14 years building businesses in Thailand. Now I build them with AI — **end-to-end, without writing the code myself.**

I arrived at 18, started at the bottom of a family-run resort, and worked every role up to partner. Today my contribution is system design, problem decomposition, customer empathy, taste, and shipping speed — Claude (and friends) handle the typing. ***I'm not bottlenecked on engineering; I'm bottlenecked on thinking, and AI removes the gap between an idea and a working product.***

Honest framing: I have ADHD that AI turns into a superpower — I context-switch fast, ship faster, and run multiple parallel builds without burning out. I love 0→1. I've started a lot of things; few have been breakout commercial wins, because I get most of my energy from building, less from selling and operating mature businesses. ***I'm looking for someone to build for*** — a team that has the customers and the distribution and needs the builder.

I'm an introvert who runs three consumer-facing businesses — Freediving Instructor, trauma-aware Breathwork Facilitator, deep in the wellness scene as both operator and practitioner. In an age where AI turns output into a commodity, the human layer — trust, taste, judgment, real customer empathy — is the differentiator. It's the part I've spent my whole adult life practising.

HOW I WORK

- ▶ **I orchestrate AI, I don't engineer it from scratch.** I run Claude Code, Cursor, multi-agent loops, and MCP tools daily to ship features that would take a team. I understand the code well enough to spec, review and direct — not well enough to write it from a blank file.
- ▶ **Operator-first thinking.** Fourteen years across hospitality, wellness, and consumer brands means I scope from the customer back, not from the framework forward.
- ▶ **Ship-or-die cadence.** Most of what I touch is in production within a week. I'd rather ship a working v0.1 to a real customer and iterate than spend a month on a perfect spec.
- ▶ **Generalist by design.** Strategy → brand → web → automation → ops → support — I've owned every layer of a small business and can swap between them in an afternoon.

EXPERIENCE

Wellvio — Founder & AI-Native Operator

2024 — Present · Koh Samui

A one-person AI venture studio I designed and run as a single system. "Wellvio" is three connected layers — a build pipeline, an orchestration studio, and the venture brand on top.

- ▶ **Hatchery — an automated online-business setup pipeline.** Fill four config files and Claude Code builds the entire site; Python scripts then provision Google Analytics 4, Search Console and Stripe and deploy over SSH in about five minutes. 7,000+ lines of baked-in SEO, UX, content and email playbooks; clone-per-client with zero code duplication. The distilled blueprint of everything I've learned launching an online business from scratch — mostly automated.
- ▶ **Wellvio Studio — the orchestration layer.** 22 specialist AI agents, 30+ slash-command skills, a universal quality checklist, and scheduled cron-digests that monitor and operate the whole portfolio. Built so any of 15 projects is re-enterable in 30 seconds.
- ▶ **Wellvio.io — the venture studio & offer.** The brand and the productized AI Assessment, plus the flagship builds below.

Flagship builds:

- ▶ **Wellvio Assessment.** A productized AI business audit — multi-module pipeline + multi-agent council reasoning + 2x2 effortximpact + dollar-ROI forecast. Compresses a day of expert work into ~18 minutes for ~\$0.40 in API cost.
- ▶ **Autonomous outreach engine.** Cold-email pipeline with real-time inbox watcher, AI-driven reply classification, and Telegram alerts on hot leads. Runs hands-off daily on a VPS.
- ▶ **Jarvis.** A personal AI operator on Telegram / WhatsApp with 11 tools and voice in/out — I run the whole studio from my phone when I'm out.
- ▶ **AI Pulse.** A daily frontier-AI news digest — pulls from Anthropic, Simon Willison, Karpathy, Latent Space, HN AI and more, dedupes, scores, and delivers a 200-word brief at 06:00 ICT.

Breathflow Connection & Freediving Koh Samui

2021 — Present · Koh Samui

Founder · Breathwork Facilitator · Freediving Instructor. Started as one brand in 2021; certified as a Freediving Instructor in 2023; split into two businesses in 2026.

- ▶ **Breathflow Connection** (breathflowconnection.com) — trauma-aware breathwork practice and facilitator training. My own wellness brand, built and run end-to-end. Lighthouse 100 / 95 / 100 / 100.
- ▶ **Freediving Koh Samui** (freedivingkohsamui.com) — instructor-led freediving school. I teach the courses on the water and built the digital business around it, including a live sea-conditions / weather station and an interactive dive-site map I designed.

Spearfishing Thailand — Owner-Operator

2018 — 2021 · paused

Bought and ran an established spearfishing-tour business; paused it as Breathflow Connection took over my focus.

- ▶ Recently rebuilt the site (spearfishingthailand.store) with an **AI chatbot I built on the Anthropic API** (Claude Haiku 4.5) — it answers from the company's own knowledge base, streams responses, and triggers in-chat actions. A working example of the AI features I can now ship for any business.

Wet Dream Tours — Founder & Owner-Operator

2018 — 2020 · Koh Samui

Founded a tourist water-sports company from scratch — ran it until Covid ended the tourism market.

Crystal Bay Group — Front Desk → Management → Partner

2012 — 2018 · Koh Samui

Family-run 3-star hospitality group — Crystal Bay Beach Resort, Yacht Club & Beach Club Restaurant. Joined at 18.

- ▶ Worked every layer of the operation: gardening, housekeeping and security through F&B, front desk, HR, and the back office (bookings, email, OTA channels).
- ▶ Rose to general management and partner. This is where I learned, hands-on, how a hospitality business actually runs from the ground up — the foundation under everything I've built since.

LIVE BUILDS — CLICK TO SEE THEM RUNNING

↗ **spearfishingthailand.store** OWN — AI chatbot on the Anthropic API (Claude Haiku 4.5), grounded in the company's knowledge base.

↗ **freedivingkohsamui.com** OWN — live sea-conditions station + interactive dive-site map.

↗ **breathflowconnection.com** OWN — trauma-aware breathwork brand. Lighthouse 100 / 95 / 100 / 100.

↗ **badafreediving.com** CLIENT — luxury freediving tours.

↗ **luxmonsters.com** CLIENT — luxury collectibles brand.

↗ **staypulse.cloud** OWN — hospitality tooling (formerly RevStay).

↗ **axiomlongevity.co** OWN — longevity brand.

Also delivered full studio builds for **Piraluna** (wellness retreat) and the **Crystal Bay** hotel group. Some of these are quiet or parked — every one taught me why building isn't the same as winning a market, which is exactly why I'm now looking for the right team to plug into.

WHAT I ORCHESTRATE

AI Claude API + tool use Multi-agent orchestration MCP servers Claude Code Cursor

Prompt engineering Eval design RAG Voice agents (Retell.ai, Whisper, TTS)

WEB Astro Next.js React Tailwind Cloudflare Pages Vercel Hostinger

INFRA Linux VPS systemd cron SMTP / IMAP Stripe / Omise GA4 / GTM / GSC Hotjar

MailerLite Cloudbeds

BUSINESS ICP definition Brand systems Conversion copy SEO / AEO Sales pipeline design

Technical scoping Pricing strategy Operator analytics

HOSPITALITY 14 years operating wellness & hospitality businesses in SE Asia — F&B, front-of-house, OTA / booking ops, team management, P&L ownership.

LANGUAGES & OFF THE CLOCK

LANGUAGES Dutch — native English — fluent Thai — conversational (native tone; speak, not read/write)

EDUCATION Music Production & Sound Engineering — ROC van Amsterdam (2010–2012, did not complete; moved to Thailand).

OFF THE CLOCK Drummer / percussionist Watersports Motorcycling across SE Asia Island & nature over city

WHAT I'M LOOKING FOR

A company, founder or team that has product-market fit (or a real shot at it) and a customer base that wants more AI than the team can ship. I'm the person who turns "we should build that" into something running in production by Friday. I'm best in 0→1, founding-team, forward-deployed, or "AI implementation partner" shapes. Open to full-time, fractional, or contract.