John Gribbin

Co-founder, Full-Stack Product Engineer, Technical Lead | Product, Engineering, Go-to-Market | TypeScript / React / Node / Rust | AI-native
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PROFILE

Co-founder running product and go-to-market at a company built on agents. Full-stack engineer with eight years shipping user-facing products across fintech, media, and developer tools. Led an engineering team at 21Shares as assets grew from $1B to over $10B. At Clams I own everything a customer touches: the website and its motion design, the videos and content pipeline, the sales conversations, and the analytics loop that decides what ships next. I also contribute to the Rust accounting engine and API. I work daily with Claude Code, Codex, and Hermes as parallel agents, and run the company the same way.

EXPERIENCE

Co-founder, Clams

Jan 2024 – Present | Remote | clams.tech | Part-time through Nov 2025 alongside 21Shares

Accounting infrastructure for Bitcoin-native businesses: a Rust engine with CLI and REST API, shipped as one self-hosted binary. I run product, marketing, sales, and business development, and contribute to the core engine.

- Built the content engine as an agent pipeline: brief, draft, self-critique, SEO check, repurpose, and refresh modes that any coding agent can run from one operating manual, with a registry CLI for state and human review before publish.
- Closed the loop from analytics to content: agents read Plausible and Google Search Console exports, update keyword targets and performance notes, and those drive the next posts, videos, and X and Nostr distribution. Search impressions doubled in two months and install conversions rose tenfold.
- Built the marketing site: PageSpeed 100, a zero-dependency scroll animation engine, JSON-LD and llms.txt for search engines and LLM readers, and product and social videos built in React with Remotion.
- Built the company brain: a versioned knowledge base of personas, specs, decisions, and a CRM that agents read and write, paired with a self-hosted Buzz instance (Block's agent-native Slack alternative) where usage and billing signals land. Product decisions start here.
- Contributed to the ledger core: double-entry enforced by the data model itself, a deterministic engine where agents orchestrate but never originate a number, and idempotent ingestion and reconciliation across on-chain, Lightning, and exchange sources.
- Shipped v1 to paying enterprise customers in July 2026. The earlier desktop product grew to 3,000+ users organically. Published an MIT-licensed agent skills spec (github.com/clams-tech/skills) that raised task completion from 67% to 100% while cutting tokens and latency.

Technical Lead, 21Shares

Feb 2023 – Nov 2025 | Remote

- Led an engineering team at the world's largest crypto ETP issuer as assets under management grew from roughly $1B to over $10B. Set technical direction, mentored engineers, and rolled out agentic coding with Claude Code across the team.
- Led an AI product that combined LLMs with live market and blockchain data.
- Built the systems connecting authorized-participant order flow to institutional custody, with an internal ledger that keeps shares in circulation correct, a legal requirement for listed products.

Software Engineer, 21Shares

Jan 2022 – Feb 2023 | Remote

- Full-stack development across product lines: TypeScript, Node.js, API and data model design. Promoted to Technical Lead within a year.

Software Engineer, Real Vision

Jun 2020 – Jan 2022 | Remote

- Financial media platform in Vue and Node.js: auth, CMS, video streaming.

Lead Frontend Developer, ConsenSys

Aug 2018 – May 2020 | Remote

- Frontend for Ethereum applications in React. Promoted from Frontend Developer to Lead within five months.

SKILLS

Languages & Data: TypeScript, JavaScript, Rust, Python, SQL, PostgreSQL, SQLite; schema and data model design

Frontend: React, Vue, Svelte, React Native, Remotion, motion and animation, static site performance

Backend: Node.js, NestJS, REST APIs, GraphQL, event-driven and idempotent transaction processing, API contract design

AI: Claude Code, Codex, Hermes, MCP, agent orchestration, agent skills design and evaluation, LLM integration

Growth & Marketing: SEO (Search Console, Google Analytics, Plausible, JSON-LD, llms.txt), content pipelines, conversion funnels, video, social, CRM, sales

Practices: CI/CD, regression testing, observability, Docker, code review, technical mentoring, team leadership

Domain: Fintech, financial media, developer tools; ledgering, double-entry accounting, settlement; Bitcoin, Lightning

EDUCATION

Fullstack Engineer Program, Bov Academy of Programming and Innovation (2017–2018) · BSc (Hons) Environmental Health, Ulster University (2004–2008)