

# MICHAEL WENNING

Founder & AI Product Leader • HR Tech

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## SUMMARY

AI product leader and founder with 15 years in recruiting and HR. At Passive, personally architect the prompt systems and AI workflows behind every user-facing AI feature—a resume tailoring engine, the “Interview Intelligence Engine” (a single-shot C.R.A.F.T. prompt framework), and the internal AI agents that run daily ops. Hands-on across prompt engineering, evals, AI workflow design, and product strategy. Previously raised \$500K and led Wenn AI to “Top HR Tech Startup of 2022” recognition. Bias toward shipping, blunt communication, and turning messy domain problems into working products. For a hands-on look at how I build with AI, see my portfolio at themichaelwenning.com.

## EXPERIENCE

### Co-Founder & CEO

12/2024 – Present

*Passive (Obscura Labs, Inc.) • Zagreb, Croatia / United States*

- Co-founded a mobile-first career discovery platform for employed professionals; lead a 4-person founding team across Croatia and the US, and closed pre-seed financing in 2026.
- Grew the platform to 17,000+ waitlist signups at sub-\$1 CAC; closed beta filled in 15 minutes at 10x oversubscription.
- Designed and built the AI-powered resume tailoring engine—the core product surface that matches user resumes against live job listings—and benchmarked it against LinkedIn and SproutAI using a custom automated scoring rubric.
- Built the “Interview Intelligence Engine,” a single-shot prompting system (C.R.A.F.T. framework) that generates comprehensive candidate prep guides with company intelligence, behavioral story banks, presence coaching, and reverse-question banks.
- Architected the personalized job discovery feed and “The Pulse” company intelligence profiles—both AI-driven product surfaces central to the user experience.
- Built internal AI agents and automation skills the team uses daily: a meeting-digest pipeline that turns Google Meet transcripts into Notion summaries with attendee-specific Asana tasks, plus investor research and Chief-of-Staff agents integrated with Notion and Asana.

### Product Manager

05/2024 – 11/2024

*C2 Essentials • Chantilly, VA, United States*

- Brought in by the CEO to right the ship after a mission-critical disruption to the business—stabilized operations and stood up a product management function from scratch.
- Defined product vision, strategy, and roadmap in alignment with business objectives and customer needs; partnered closely with CEO and Head of Engineering.
- Led screening and onboarding of an offshore development team, increasing development output while reducing cost.
- Owned the full SDLC and Agile process—sprint planning, standups, retrospectives, backlog grooming—prioritizing by business value and technical feasibility.
- Partnered with stakeholders to identify client needs and deliver tailored solutions, improving customer satisfaction and creating new sales opportunities.

### Founder & Head of Product

04/2021 – 05/2024

*Wenn AI • Dallas, TX, United States*

- Raised \$500,000 to build a B2B2C SaaS platform that helped job seekers find companies aligned with their values.
- Designed and shipped a consumer-facing mobile app that reached an industry-leading +83 NPS, plus a B2B web app that improved recruitment workflow efficiency by 12.5%.
- Recognized as Top HR Tech Startup of 2022; selected to present at SXSW 2023 as a leading company in the Future of Work.
- Led client-facing efforts and coordinated development, design, marketing, and customer support—securing partnerships with multiple HR organizations and employers, driving SaaS subscription growth, and ensuring smooth go-to-market execution.

- Wound down the company when funding constraints made continued operation untenable; carried forward lessons that directly shaped Passive's thesis and product.

## Founder & Principal Consultant

10/2016 – 04/2021

*Hire Metrics* • Dallas, TX, United States

- Founded and grew a Talent Acquisition and HR consulting firm specializing in tech, finance, legal, and hospitality.
- Designed recruitment strategies that improved candidate quality and reduced time-to-hire across multiple client engagements.
- Advised on complex employee relations, conflict resolution, and compensation strategy backed by market analysis.
- Built durable client relationships across industries, delivering customized HR and recruitment solutions.

## Resource Manager

05/2015 – 09/2016

*Signature Consultants* • Boston, MA, United States

- Managed full-cycle recruitment for technical and executive roles, sourcing through LinkedIn, job boards, and professional networks.
- Partnered with hiring managers on role requirements and negotiated offers balancing budget and candidate expectations.
- Tracked recruitment metrics to drive continuous process improvement.

## EDUCATION

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### M.S., Sport Business Management

08/2013 – 05/2015

*Manhattanville University* • Westchester, NY, United States

GPA 3.97/4.0 • Top-3 of graduating class • Full Scholarship • Program representative to the Board of Trustees

### B.A., Public Relations, Advertising & Applied Communication

08/2006 – 06/2010

*Suffolk University* • Boston, MA, United States

GPA 3.0/4.0 • Head of PR, Best Buddies International (Suffolk Chapter)

## SKILLS

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**AI Product & LLM Systems:** LLM application design, prompt engineering & iteration, prompt evaluation & benchmarking, automated eval rubrics, single-shot & multi-step prompting frameworks (C.R.A.F.T.), structured outputs & JSON schema design, temperature/parameter tuning, AI agent architecture & multi-agent orchestration, model selection across Claude / GPT-4 class / Gemini, MCP integrations, AI feature UX, retrieval-augmented generation (RAG), LLM guardrails & output-quality control, token/cost optimization

**Product Management & Strategy:** Product strategy & roadmapping, product discovery, PRD authoring, prioritization & backlog management, user & competitive research, A/B testing & experimentation, product analytics, KPI definition (CAC, churn, ARPU, NPS, activation), Agile / SDLC, Jira, Miro

**Data & Technical Fluency:** API integration (REST, model APIs, MCP), data schema & taxonomy/ontology design, data quality & schema-consistency analysis, no-code / low-code development, SQL, ATS data integration (Greenhouse, BambooHR, SmartRecruiters)

**AI Tooling & Automation:** n8n workflow automation, Notion & Asana API automation, HubSpot workflows & lifecycle automation, Typeform pipelines, Claude Projects, browser automation, automated PDF/report generation, Figma, Gamma

**Leadership, Fundraising & Domain:** Founding & scaling distributed teams, cross-functional execution across time zones, hiring & vendor management, go-to-market, pre-seed/seed fundraising (YC SAFEs), financial modeling, recruiting / talent acquisition / HR tech / future of work (15 years operator experience)

## CERTIFICATIONS

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Certified Scrum Product Owner (CSPO) • SHRM Certified Professional (SHRM-CP)

## LANGUAGES

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English (Native) • Spanish (Advanced) • Croatian (A2 – Elementary)

## AWARDS

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Top HR Tech Startup of 2022 (as CEO, Wenn AI) • Selected by SXSW 2023 as a leader building the Future of Work • Full Scholarship, MS Sport Business Management, Manhattanville University