Anir Suren

I build AI systems that companies actually use. Founder of Auctal · AI Products & GTM Systems at Freyr Solutions.

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EXPERIENCE

Auctal
Jun 2026 – Present

Founder · New York, NY

- Building **agentic infrastructure for midsize and large pharma companies**: a bespoke operating system per client, instead of another pharma CRM they bend to fit.
- Core records, workflows and permissions built for commercial, medical affairs, regulatory, pharmacovigilance and market access teams; 10 roles, each seeing only what is theirs.
- **55 shipped agent actions** that propose, confirm and execute only inside what compliance approved, with every action logged for audit.
- Agents across web, a native iOS app, WhatsApp, voice and email. The **voice agent** runs on a real phone number and takes actions: it places outbound lead-outreach calls, answers inbound customer support calls, transcribes and logs every call on the record, updates the account and sends approved material.
- Intelligence and knowledge layers: every account and competitor briefed each morning, 130+ companies tracked; PDFs, decks, videos and call recordings transcribed and searchable.
- Offered as a managed system, built and run for the client: live in six weeks, priced per seat, running in the client's own account. **First system secured on a per-seat contract with a global pharma services company**, and in daily use by their teams.

Freyr Solutions
Sep 2024 – Present

Part-time, alongside school · Four roles since Sep 2024

AI Products & GTM Systems
Mar 2026 – Present

- Partner with executive leadership on process and systems strategy as the company scales.
- Developing a CRM-style software product and integrated mobile app to automate customer support, with plans to offer it to other companies.
- Own the roadmap for AI tools across sales and operations, from development through adoption.
- Lead improvements to the internal ERP, including management dashboards and redundancy elimination for cost and revenue predictability.
- Own the GTM systems: the sales intelligence application, AI-assisted outreach and email response, and lead qualification and routing.

Head of AI Initiatives
Sep 2025 – Feb 2026

- Led development of the sales intelligence application, giving the sales team an AI interface to the firm's service portfolio.
- Owned adoption strategy for internally built AI tools, driving usage after launch.
- Contributed to the organization-wide performance management plan.

AI Solutions Associate
Mar 2025 – Aug 2025

- Built and trained AI models for sales outreach, including cold calling scripts and automated customer email responses.
- Designed lead qualification and routing workflows, improving **lead conversion by 10%** and **response rate by 30%**.

Business Technology Intern
Sep 2024 – Feb 2025

- Built APIs connecting firm data systems, improving data accuracy and timeliness for leadership reporting.
- Assisted early-stage development of internal dashboards for senior management.

Independent AI Education
Ongoing

Creator · Instagram, TikTok, anirsuren.com

- Built an audience of **20K+** around practical AI education for business owners.
- Publish daily short-form video, a weekly newsletter, and a free library of written guides.
- Built **Kloey AI**, a creator OS for researching short-form content, identifying breakout posts, and developing scripts; promoted it through my own content to **500+ closed-beta waitlist signups**.
- Led a paid monthly AI mentorship membership for up to 10 business owners, with private guidance on practical use cases and tool adoption.

StepUp.One

Jul 2021 – May 2026

Social impact enterprise reskilling refugees into digital professionals · Three roles · Still advising on AI as needed

- **Social Impact Investments Coordinator.** Authored a white paper on StepUp as an investment opportunity, built on a survey of **50+ prospective investors**; designed and maintained the Investor Resource Center; launched a seed funding campaign.
- **Assistant AI Prompt Engineer.** Designed and tested prompts for the HumanEdge platform, tuning for consistent output across models; trained **200+ refugees** in the Kakuma camp in Kenya.
- **Refugee Ambassador.** Ran campaigns reaching employers for refugee hiring; helped two refugees find employment through LinkedIn.

Life Time Inc.

Jun 2023 – Sep 2025

Aquatics Lifeguard, part-time · New Jersey

- Pool safety monitoring, emergency preparedness, conflict mediation and pool log maintenance.

EDUCATION

New York University, Stern School of Business

Sep 2025 – Jun 2029

B.S. Business Administration & Management · Sophomore

- Coursework: Programming, Databases for Business Analytics, Social Entrepreneurship, Tech Product Management & Marketing.

The Pennington School

Sep 2021 – Jun 2025

Graduated · AP Scholar with Distinction

- Varsity Swimming (Team Captain, senior year), Junior Proctor, Peer Leader, Computer Science Club, American Computer Science League (ACSL).

RESEARCH & LEADERSHIP

Stanford Data Compression Forum — SHTEM Summer Research

Jun – Aug 2024

- Researched applications of large image datasets for firearm-incident prevention with Professor Tsachy Weissman. Work published through The Informaticists.

Civil Air Patrol

Aug 2021 – Aug 2025

Cadet Master Sergeant, Non-Commissioned Officer · McGuire AFB, NJ

- Completed the NJ Wing Cadet Cyber Academy and the 30 Days Lost in Space STEM program; competed in CyberPatriot; led beginner cadets in drills and simulated search-and-rescue at encampments.

SKILLS & CERTIFICATIONS

Product · Product development, AI-assisted workflows, prompt design and testing, adoption strategy

Go-to-market · Lead qualification and routing, outreach automation, sales enablement, CRM and ERP systems

Research · Investor research, customer and market research

Vanderbilt University · Prompt Engineering for ChatGPT

University of Pennsylvania · Social Entrepreneurship

AP Scholar with Distinction · 2024

20 licenses & certifications on LinkedIn