Luke Gorski

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SUMMARY

Product builder at two YC companies that finds the customer problem, builds the prototype, and gets customers to use it. At Jeeves (YC S20), I built our research function and an AI tool 25% of employees used in its first month. Before that, I led product marketing and go-to-market across seven markets at Jeeves (YC S20) and delt.ai (YC W20, acquired by Albo) in both English and Spanish.

EXPERIENCE

Jeeves (Y Combinator S20) — Jul 2022 – Present

Corporate cards, payments, and spend management for thousands of companies across the Americas and Europe.

Product Research & Strategy, Global — Oct 2024 – Present

Reporting to the CPO. Grew product research team to three and backed interviews with SQL and product data.

- **Start with the most painful step.** Cardholders had to request a tax invoice for every purchase, sometimes on paper forms. Discovered it was their top pain point, pushed photo-to-invoice onto the roadmap, and benchmarked what competitors charged. It became one of the most-used features in Mexico and a reason customers upgraded to a paid plan.
- **Make insights self-serve.** Built an internal AI research assistant (GPT-5, RAG over interviews, sales calls, and support tickets) and tuned retrieval by tracking answer rate. It answered 160 questions in its first month, and research team requests fell by 75%. Now moving it into Slack to continue driving internal adoption.
- **Go where users already are.** Kept advocating for mobile-first in insights sessions to C-suite. That research shaped a WhatsApp receipt-upload feature that grew receipt uploads 10× and became the fastest adopted feature.
- **Build for how teams actually work.** Advocated for a card manager role despite engineering pushback, walking the EPD team through how finance teams actually approve card and limit increase requests. 16% of card users created card managers in first month.

Product Marketing — Jul 2022 – Oct 2024

First product marketing hire, reporting to VP of Product. Led go-to-market across seven markets before building new product research function.

- Owned pricing and packaging for Jeeves' first-ever paid subscription tiers, which led to meeting annual revenue goals.
- Launched payments in North America, Latin America, and Europe. Follow-up research then led to first deposits product.
- Launched NetSuite, QuickBooks, and Xero integrations, with NetSuite for enterprise customers, then ran the research that turned integrations into a paid add-on.

SIDE PROJECT BUILDS

Designed and coded solo with Claude Code.

- Tela: An AI-styling app built with a professional stylist. Tela photographs your clothes and catalogs them, and an MCP server lets Claude or ChatGPT read your closet. Built with Next.js and Supabase. Visit telastyle.app
- Cubo Storage: On-demand storage. One photo of a room creates a digitized inventory of storable items. Built with Next.js, Expo, Firebase, and GPT-4o Vision. Visit cubostorage.com

EARLIER EXPERIENCE

delt.ai (Y Combinator W20, acquired by Albo) — Jun 2021 – Jul 2022

Product Marketing

First product marketing hire at YC fintech for Mexican SMBs, promoted to lead product marketing within seven months.

- Repositioned delt.ai as a payments API after losing a critical credit product, using usage data and customer interviews. Worked with engineering to onboard its first payments API users.
- Grew customers 49% in three months at 5× lower CAC than industry benchmarks by building and optimizing paid marketing funnel.

Small – Co-founder — Jun 2019 – Oct 2021

Co-founded an eight-person content marketing agency and ran sales, client management, and hiring.

Independent Consultant – independent research surveys and marketing for startups — Jan 2016 – Jun 2019

EDUCATION & LANGUAGES

DePaul University · BS, Integrated Marketing, Magna Cum Laude · 2014 · Fluent Spanish, conversational Polish