

PARKER FERGUSON

Engineering & Product Leader | Applied AI Builder | Data & Trading Platforms

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PROFESSIONAL SUMMARY

Engineering and product leader and hands-on builder with 20+ years across quantitative finance, fintech, digital assets, and media. VP Product at Two Sigma, a \$60B AUM quantitative hedge fund. VP Technology & Product at CoinDesk, scaling the platform from 1M to 28M monthly users and the organization from 1 to 25. SVP Engineering leading 50+ engineers at Qineqt, and CTO of NYSE-backed ACE Portal. Founded GoStudy and grew it to tens of thousands of paying users in 65 countries. Led or supported three M&A transactions. Since 2023, builds AI systems hands-on for clients and as independent products: agent platforms, evaluation systems, and production automation, on Claude, OpenAI, and open-source models.

CORE CAPABILITIES

Engineering leadership: Led engineering teams of 8 to 50+ people; grew CoinDesk's product and engineering organization from 1 to 25; turned around ArtBinder's platforms ahead of its acquisition.

Product leadership: Directed 20+ trading and market data products across 8 business entities at Two Sigma; owned CoinDesk's roadmap and growth strategy from 1M to 28M monthly users.

Data and trading platforms: High-frequency market data and live trading systems (10x latency gains), distributed market and blockchain data for 50+ digital assets, and index and ETF infrastructure.

Applied AI, hands-on: Builds agent platforms, evaluation systems, and production AI automation: Invariant, Rig, Kin, and an automation that cut a client's invoicing time by about 90%.

M&A and due diligence: Three transactions: buy-side acquisition and integration of TradeBlock, and sell-side work on the ArtBinder and ACE Portal acquisitions.

Zero to one: Founded GoStudy; founding technical hire at ACE Portal; MVPs and apps for OnFrontiers (Techstars NYC) and Kenny Loggins.

PROFESSIONAL EXPERIENCE

Fractional CTO / CPO & Applied AI Engineer | Refit AI

Aug 2023 - Present

Fractional engagements and independent AI product development · Remote

- Provide fractional CTO and CPO leadership to startups, asset managers, and growth-stage companies, owning product strategy, platform architecture, and roadmap execution from concept through MVP and market validation.
- As fractional Head of Product for an emerging fintech startup, built the product operating system and a multi-agent system that turned customer calls and competitive research into feature requests, customer commitments, and API-scoped engineering issues for developers and coding agents.
- Built AI automation for a construction company that cut invoicing time by about 90%: a JobTread-to-QuickBooks pipeline with human approval before every write, and a 12-tool connector that lets AI agents work in the system of record.
- Built Invariant, an agent-run trading research platform: AI agents propose, code, and test strategies, and a tamper-resistant evaluator (sealed holdouts, placebo strategies, deflated Sharpe) decides what is promoted; 1,000+ tests.
- Built Rig, a self-hosted multi-agent platform with per-agent sandboxing, human approval gates, eval-gated model upgrades, and OpenTelemetry tracing; 300+ automated tests.
- Built Kin, a consumer app that turns recordings of family cooks into sourced recipes and a printed cookbook that plays their voices back, using a speech-to-text and Claude pipeline.
- Advise leadership teams on AI strategy and transformation: identifying high-value use cases, designing agentic workflows, and training go-to-market leaders in applied AI.
- Growth consultant to Uphold (crypto/fintech) on web experience strategy and enterprise API go-to-market.
- Published "How To Actually Use AI" (v1.0, May 2026) at parkerferguson.co.

VP Product | Two Sigma

Jun 2022 – Jul 2023

Quantitative hedge fund, \$60B AUM · New York, NY

- Directed product management for Trading Platform Engineering and High-Frequency Market Data, spanning 20+ products across 8 business entities.
- Led global market data expansion strategy, enabling direct connectivity to liquidity sources across all asset classes in partnership with data strategy, research, and senior leadership.
- Delivered intraday market data and live trading system programs, achieving 10x latency improvements while supporting market-scale transaction volumes.

VP Technology & Product | CoinDesk

Sep 2017 – Nov 2021

Digital asset media, data, and indices company · New York, NY

- Scaled CoinDesk.com from 1M to 28M monthly unique visitors by redesigning the platform architecture, driving a 300% increase in user engagement time.
- Built the product and engineering organization from 1 to 25, including two directors of product and three engineering managers.
- Led the acquisition and integration of TradeBlock, a crypto data and index provider supporting \$50B+ AUM; launched CoinDesk Indices and established infrastructure for Digital Currency Group's BTC ETF products.
- Built distributed data systems to ingest, analyze, and serve market and blockchain data for 50+ digital assets, powering features that generated 60% of total site traffic.
- Owned cross-functional product roadmap execution and growth strategy across the organization.

SVP Engineering | Qineqt

Sep 2016 – Aug 2017

Alternative data platform for institutional hedge funds · New York, NY

- Led 50+ engineers across 6 cross-functional teams in multiple geographies, delivering data systems, front-end applications, APIs, and ETL pipelines for a quantamental data platform.
- Drove the business model transformation from media company to institutional alternative data provider.

VP Engineering | ArtBinder

Aug 2015 – Sep 2016

Inventory management SaaS for the art market · New York, NY

- Led the technical turnaround of web and mobile platforms, directly contributing to the company's acquisition by Volaris Group.
- Introduced DevOps and product management practices, achieving a 95% reduction in client-reported bugs and a 100x latency improvement in core services.
- Delivered an inventory management system used by the world's leading art galleries.

Founder & CEO (part-time) | GoStudy

Sep 2014 – Aug 2020

EdTech platform for finance certification exams · Remote

- Founded and scaled to tens of thousands of paying users across 65 countries, operating part-time alongside full-time executive roles.
- Designed, built, and shipped cross-platform web and mobile applications (iOS, Android); owned product, UX, marketing, and customer support.

Chief Technology Officer | ACE Portal, in association with the New York Stock Exchange

Jul 2013 – Jul 2015

Alternative investments platform for private placements · New York, NY

- Founding technical hire; shipped production Ruby code and established the technical foundation for an alternative investments platform.
- Built and led an 8-person engineering and design team, providing hands-on coaching and leadership.
- Led pre-transaction technical due diligence, contributing to the company's acquisition by Beneficient Company.

EARLIER CONSULTING & ADVISORY

- OnFrontiers (Techstars NYC 2016): built the MVP for a frontier-markets expert network.
- Marvel / Comixology / Cord Worldwide: led business development for adaptive audio comics, closing a multimillion-dollar partnership.

- Kenny Loggins: built a direct-to-fan crowdfunding app (Ruby on Rails) that beat its funding target by 40%.
- So Loud Music / TuneSpring: fractional CTO for a media asset management platform.
- The Loove: creator funding platform; SDLC and requirements management (Ruby on Rails).

TECHNICAL SKILLS

AI / LLM: LLM application development, agentic AI, multi-agent orchestration, tool use, Model Context Protocol (MCP) servers, retrieval-augmented generation (RAG), vector databases, embeddings, LLM evaluation (evals, LLM-as-judge), prompt and context engineering, speech AI (Deepgram, ElevenLabs, Whisper), Claude (Anthropic), Claude Code, OpenAI, Gemini, OpenRouter, LiteLLM, open-source models

Languages & Frameworks: Python, TypeScript, Rust, JavaScript, SQL, React, Next.js, Node.js, FastAPI, Ruby on Rails, REST APIs, NoSQL

Data: PostgreSQL, SQLite, pandas, Apache Arrow / Parquet, ETL / data pipelines, distributed data systems, REST APIs, Redis, NoSQL

Infrastructure: AWS, GCP, Azure, Docker, Redis, Linux, GitHub Actions CI, Vercel

Engineering & Product: Team building, recruiting, coaching, DevOps practices, Agile / Scrum / Kanban, product roadmapping, OKRs, UX design, data analytics, M&A

EDUCATION

Berklee College of Music | Bachelor of Music (B.M.), Music Business