

ADAM GODSALL

AI PRODUCT LEADER | SAAS FOUNDER | PRODUCT STRATEGY & DIGITAL TRANSFORMATION

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PROFILE

Product strategist, founder and digital transformation leader with 15+ years of experience taking products, services and operational systems from concept through launch and growth. Combines commercial leadership, UX thinking, AI-enabled workflow design and hands-on technical delivery to simplify complex problems and create products people can use. Background spans SaaS, creative technology, healthcare, enterprise digital delivery and regulated operations, including full P&L ownership, CQC/GDPR governance and delivery for organisations including the NHS, Asda, Dulux and Kingfisher.

CORE EXPERTISE

Product & Strategy

Product discovery, roadmap ownership, proposition design, pricing, user journeys, go-to-market planning, portfolio strategy

AI & Automation

AI workflow design, prompt systems, process automation, agentic tools, model evaluation, operational implementation

UX & Digital Delivery

Information architecture, wireframing, prototyping, accessibility, full product lifecycle, stakeholder facilitation

Commercial & Operations

P&L ownership, unit economics, growth strategy, change management, risk, governance and regulated delivery

SELECTED PRODUCT & VENTURE

Founder & Product Lead | Kordra | 2025 - Present

Independent software company building focused products for modern creativity, including Kordra Music and the native macOS Kordra Studio.

- Defined the company and product portfolio, brand architecture, positioning, pricing logic and roadmap across web and native macOS products.
- Led product strategy, UX/UI, information architecture, feature prioritisation and launch planning for a structured music-creation workspace.
- Designed AI-assisted workflows, model-routing concepts and export systems while maintaining clear product boundaries between AI-enabled and non-AI creative tools.
- Built and iterated the product ecosystem using Next.js, Supabase, Stripe, Vercel and modern AI development tools; created marketing, onboarding, SEO and community launch assets.
- Use Godsall.dev to document product thinking, digital work and case-study evidence beyond the traditional CV.

PROFESSIONAL EXPERIENCE

HERITAGE HEALTHCARE FRANCHISING LTD

Franchise Development Manager - Digital Strategy Lead | Sep 2025 - Present

Recruited to assess franchise infrastructure and define a more scalable digital operating model across a multi-territory network.

- Audited legacy systems, reporting processes and digital journeys across 20+ territories, producing a practical transformation roadmap.
- Identified fragmented workflows and proposed a Microsoft 365-led automation approach expected to reduce administrative overhead by approximately 30%.
- Built business cases for cloud migration, standardisation and improved data visibility, translating operational risk into clear commercial priorities.
- Worked across leadership, franchise operations, compliance, recruitment and marketing to connect technology decisions with network outcomes.

HYGEA CARE GROUP LTD

Co-Founder & Operations Director | Nov 2021 - Sep 2025

Co-founded and scaled a digital-first, CQC-regulated care provider, owning operations, technology, governance and commercial performance.

- Managed full P&L responsibility of £380k+ and delivered sustained annual revenue growth through digital acquisition, operational control and service quality.
- Designed the operating model, technology stack, customer journey, brand, website and trust-led digital acquisition system from the ground up.
- Implemented automated recruitment and AI-supported rostering workflows, reducing time-to-hire administration by 50% while maintaining compliance.
- Integrated care-management technology, audit trails and governance frameworks that supported strong regulatory outcomes, including an Outstanding rating in specific domains.

DEPIXION STUDIOS

Founder & Technical Director | Mar 2012 - Oct 2021

Founded and led a creative technology studio delivering digital products, brand systems and transformation projects for SMEs, public bodies and enterprise clients.

- Led end-to-end product and digital delivery for clients including the NHS, Asda Opticians, Dulux and Kingfisher.
- Managed discovery, stakeholder workshops, UX, creative direction, technical scoping and delivery across multidisciplinary teams.
- Successfully tendered for and delivered public-sector digital transformation work, including accessibility and WCAG-focused user experience improvements.
- Owned the full software and web-delivery lifecycle from initial proposition and information architecture through build, launch and optimisation.

EARLIER EXPERIENCE

Royal Engineers (Territorial Army), 2009 - 2012 - leadership, logistics and operational planning.

Earlier roles: Healthcare compliance with Derbyshire County Council and hospitality management with IHG.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Diploma in Artificial Intelligence - Athena Global Education, 2025
- Registered Information & Compliance Officer / DPO - 2021-2025
- Healthcare Compliance & Management - NCFE & Aversure, 2022-2023
- Diploma in SEO & Social Media Marketing - Shaw Academy, 2015

TOOLS & PLATFORMS

Product & Design: Figma, Adobe Creative Cloud, Affinity Designer, UX mapping, prototyping and design systems

AI & Automation: ChatGPT, Claude, Gemini, Codex, Trae, OpenRouter, Zapier and Make

Web & Product Stack: Next.js, React concepts, JavaScript, Supabase, Stripe, Vercel, GitHub, WordPress and WooCommerce

Data & Operations: Microsoft 365, CRM platforms, Google Analytics 4, governance and compliance systems