

Benjamin Pessin

Creative Systems Director, Waterside Group
AI adoption & enablement across 25+ businesses

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25+
BUSINESSES ON AI-
POWERED TOOLS

12
SOFTWARE ENGINEERS
MANAGED

13
PRODUCTION
PLATFORMS SHIPPED

3
LLM ASSISTANTS IN
DAILY USE

6
APPS LIVE IN
PRODUCTION

PROFILE

I'm the Creative Systems Director at Waterside Group, a holdings company with 25+ businesses across marine, hospitality, real estate, construction, and recreation. The role has grown into leading **AI adoption** for the whole portfolio. I sit with our sales, accounting, construction, marketing, and HR teams and build the tools they use every day: **LLM assistants**, **AI agents**, knowledge bases, and internal platforms. I prototype hands-on in **agentic coding and AI work environments** (Claude Code, Claude API), then scale what works through the **12-engineer team** I manage, with the permissions, **safeguards**, and **cost visibility** to ship **generative AI** responsibly to **non-engineering teams**.

EXPERIENCE

Creative Systems Director · Waterside Group

Oct 2025 – Present · Boston, MA

- Lead **AI rollout** across the portfolio: sit with each department, earn their trust, map how work actually gets done, ship AI where it earns its keep, then **train the teams** who use it.
- Manage a 12-engineer team** building across the portfolio, and run onboarding & mentorship for Northeastern co-op software engineers, growing internal AI capability, not just internal tools.
- Shipped **3 production LLM assistants** used daily by non-engineering staff: a dealership ops assistant (Q&A over live inventory & financials, AI listing backfill), a company-wide **RAG** assistant over group knowledge, and a semantic-search sales chat.
- Built an **AI-agent CRM** (Agentic Portal): configurable agents, automation engine, DOCX/PDF/CSV knowledge-base ingestion, and **run-history observability** for cost and behavior tracking on every agent execution.
- Set the portfolio's rules for AI use (role-based permissions, Postgres row-level security, human-in-the-loop review on financial workflows) and advise leadership on **tool evaluation**, cost, and risk.
- Replaced legacy spreadsheet pipelines with governed, purpose-built software; for example, migrating field sales apps off Excel/SharePoint onto a typed, permissioned Supabase backend.

Lead Graphic Designer · Waterside Group

May 2024 – Oct 2025 · Falmouth, MA

- Shaped visual identity and marketing strategy across the group's real estate, lifestyle, and entertainment brands while beginning the internal-tools buildout: shipped the first **dealership operations platform** and its native **SwiftUI iOS** companion, introducing AI-assisted workflows to a non-technical sales team.

Marketing Associate · Waterside Group

May 2023 – May 2024 · Falmouth, MA

- Drove marketing execution and content across the portfolio; firsthand exposure to the manual workflows I later replaced with software.

Marketing Intern · Waterside Group (Longfellow Design Build)

May 2022 – May 2023 · Falmouth, MA

- Joined as the group began acquiring businesses: created logos, brand graphics, and launch creative for incoming companies, plus social and campaign content.

Earlier: Media Production Intern, PBS, Boston (2019)

SELECTED AI & PLATFORM WORK

SPOTLIGHT FBM & Warbird Platforms · solo-built, multi-platform inventory management

Built single-handedly: a multi-platform **inventory management** stack (web, iOS, and Android) on a shared custom **Supabase** backend. It runs the full boat lifecycle: factory build sheets parsed into structured inventory, photo management and **AI-written listings**, pricing and discounts, generated build sheets, sell sheets, and NDAs, floor-plan financials reconciled from parsed bank statements, and "GUS," the embedded **Claude assistant**, answering questions over all of it. After I presented the platform and the Agentic Portal directly to the **CEO of Warbird**, parent company of **Invincible and Yellowfin Boats**, he commissioned the same stack for the manufacturer. It manages Warbird's inventory in production today.

Next.js 16 · React 19 · Swift / SwiftUI · Android · Supabase · Claude · 20+ API routes

Waterside App · the organization's internal operating system

25+ businesses ran on scattered email and spreadsheets. Now staff request marketing work, track tickets, generate documents, and get answers from a RAG assistant built on company knowledge.

Next.js · Supabase · Claude · Vercel AI SDK · Voyage · QStash

Agentic Portal · AI agents for non-technical staff

Lets business teams run AI agents on live company data without an engineer: lead capture, automated follow-up email, a document-fed knowledge base, and an audit trail of every agent run for cost and behavior.

Next.js · Claude · Vercel AI SDK · Supabase · QStash · Zod

SKILLS

AI & AGENTIC SYSTEMS

Claude API · Claude Code · agentic coding environments · ChatGPT Codex · Google Gemini · Vercel AI SDK · RAG & embeddings (Voyage) · AI agents & automations · prompt engineering · LLM cost observability · AI training & enablement

ENGINEERING

Next.js · React · TypeScript · HTML · CSS · Python · SQL · Supabase (Postgres, RLS, Edge Functions) · Neon · Payload CMS · WordPress · Swift / SwiftUI · monorepos · Vercel

LEADERSHIP & ENABLEMENT

Cross-functional partnership with non-engineering teams · team management & mentorship · training programs & onboarding · brand systems · workflow design

EDUCATION

University of Massachusetts Amherst · Bachelor of Arts, Communication · Amherst, MA

2021 – 2024

Arizona State University · Coursework toward B.A., Film & Media Production · Tempe, AZ

2018 – 2020

Hopkinton High School · Hopkinton, MA

2014 – 2018