

Yaroslav Korets

Business Operations Optimizer · FinOps · AI-Native Operator

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I come into a business, map how money and operations actually flow, and rebuild the parts that leak time or margin — then I ship the system myself. Twenty years as a founder and operator: a company built and sold, a ~100-person organization led, real estate development, and a portfolio of ventures. Today I design, code, and self-host AI systems end to end, and direct a small dev team where scale needs it. AI is a method, not a title.

2026 · AI EXPERIENCE (IN PRODUCTION)

Internal AI operating system

Rebuilt project management around AI hand-offs: teammates pass Markdown hand-offs (product owner → design-in-code → dev → SEO, and back) instead of tasks. Self-hosted, Markdown-native workspace — Git source-of-truth + in-browser AI editor per teammate + ops dashboard, behind one Cloudflare Worker MCP gateway (SSO, tool routing, per-call audit for cost attribution). Replaced Basecamp.

Hunter — PPC agent

Always-on paid-search agent (Google + Microsoft Ads): builds, monitors, defends against auto-changes, proposes fixes with one-tap human approval. CRM-grounded, every action logged. kpicreatives.com/hunter

Oscar — YouTube ops agent

Self-hosted analytics + channel-management agent, dozens of tools, queryable in plain language. kpicreatives.com/oscar

SaaS → self-hosted

Bought a server, set up Linux + Coolify, and replaced recurring vendors with open-source I deployed and integrated: media review, e-signature, CRM, scheduling (Cal.com). Run the Docker / proxy / TLS / backups layer; automated invoicing via Mercury. Cut subscription spend, keep data in-house.

ADUscale — Co-founder & CEO

Real-estate decision platform (Nov 2025 – Jul 2026, paused): co-founded and led; built the product solo — ~1,400-line information architecture plus the full acquisition machine (funnel, voice AI agent on inbound calls, CRM integration, analytics). aduscale.com

DirectorMode.AI

AI that watches and listens to a video and predicts whether it will land with its audience and perform on social. Grades against brand rules + viral mechanics; returns a score, timecoded fixes, and a client-facing quality seal. Product owner / technical direction. directormode.ai

InspectPilot

Concierge agent that files/schedules LADBS building inspections for general contractors, plus a compliance engine scoring every contractor on inspection pass rate — built on ~11M data points from 13 years of LA inspections. Developer builds under my direction. inspectpilot.ai

Stack (self-managed DevOps end to end): GitHub · TypeScript / JavaScript · Python (FastAPI, Celery) · Node · Astro · Next.js · Cloudflare (Workers, Pages, D1/KV/R2/Hyperdrive, Zero Trust) · Linux · Coolify · Docker · Traefik · PostgreSQL/Supabase · Redis · Gitea · code-server · Twenty CRM · Documenso · FreeFrame · Cal.com · Vapi · MCP · Stripe · Mercury.

APPLIED TO PROPERTY OPERATIONS

Real estate is my second domain (VP of Real Estate Development, then founder of a real-estate decision platform). The systems above map directly onto a residential operator's cost base: **acquisition cost** (autonomous paid search + full-funnel analytics), **owner & lender reporting** (real-time, audit-ready pipelines), **post-acquisition data consolidation** (one source of truth behind a single gateway), **high-volume resident support & ticketing** (AI ticketing + a Vapi voice agent calling vendors, CRM-integrated, human approval), and **screening & contractor vetting** (compliance scoring over historical records + human review).

WHERE I CREATE LEVERAGE

Financial operations & P&L

Led a ~100-person company post-acquisition with full P&L responsibility; built and sold a business of my own.

Systems & process design

Two decades turning chaotic operations into repeatable systems that run without me — now automated with AI.

Supplier vetting & bid leveling

Turn procurement into a data step: RFQ the same scope to vetted contractors, normalize bids like-for-like, and score vendors on compliance and track record — the InspectPilot engine idea. Fewer bad hires, sharper prices, a defensible paper trail.

Real estate & unit economics

VP of Real Estate Development; co-founder & CEO of a platform modeling build-or-don't ROI. Capex, project budgets, multi-unit economics.

Cost & efficiency engineering

Self-hosting over per-seat SaaS, agents over headcount, real-time reporting over month-end scrambles.

EXPERIENCE

Nov 2025 – Jul 2026 **Co-founder & CEO — ADUscale (paused)**

Co-founded and led a real-estate decision platform; built the product solo — site, information architecture, and the full acquisition machine (funnel, voice AI agent on inbound calls, CRM, analytics).

2023–Now **Co-founder — KPI Creatives & portfolio** Los Angeles

Build and run lean, systemized operations across several ventures. Design the financial and operational infrastructure, automate the repetitive work with AI, keep headcount low by design — while directing a small dev team.

2021–2023 **Operator & Builder — C-level, IT holding · VP Real Estate Development**

C-level role at an IT holding; VP of Real Estate Development at a construction holding. Owned budgets and capex decisions; founded a real-estate financial-modeling platform.

2015–2021 **Independent ventures & exploration**

Startups, events, and consulting across industries — between the agency exit and my next operating roles.

2008–2015 **Founder & CEO — digital agency (built & sold)**

Built a digital agency from zero and sold it to a major advertising holding (first exit). Led the merged ~100-person company — global brand clients — with full P&L ownership. Won an industry effectiveness award.

2004–2008 **Early Career — Communications & Editorial**

Built a press office from scratch and ran editorial teams — stood up an operation with no template and made it work under pressure.

Education

B.A., PR & Communications. Three years of Computer Science studies — a technical foundation I still build on daily.

Beyond Work

President of a 501(c)(3) nonprofit; founder of a Burning Man camp — leadership, logistics, and budgets tested under real pressure. Relocated my family across three countries through war.

How I engage — project-based or fixed-term.

Fixed fee, scoped upfront: a narrow scope, a short timeline, a concrete result. Through my LLC (1099) or W-2. When the scope needs more hands, I bring two AI-capable developers under my direction.