

Tommy Duncan

AI PRODUCT MANAGEMENT • PRODUCT DEVELOPMENT • CROSS-FUNCTIONAL DELIVERY

Copenhagen, Denmark • UK & Danish citizen • Open to international relocation

tommyjduncan@gmail.com • +45 51 18 29 99 • linkedin.com/in/tommy-ji-duncan • tjilabs.dk

— PROFILE

AI product and creative technology leader combining three years of hands-on AI product development with 20+ years of creative production, marketing and multidisciplinary delivery. As Co-Founder and CEO of Trailr.ai, translate customer and editorial needs into product specifications, development priorities, prototypes and customer evaluations. Led Trailr.ai's product-design work in a structured AWS-funded engineering sprint that contributed to its first proof-of-concept agreement with the Danish Broadcasting Corporation (DR). Experienced in client demonstrations, practical AI prototyping and translating complex ideas into usable products.

— CORE CAPABILITIES

Product ownership & delivery: Product discovery • Roadmap prioritisation • Requirements definition • Prototyping • User feedback • Cross-functional coordination

AI & technical collaboration: Generative and multimodal AI • AI-output evaluation • Prompt/workflow design • Working with engineering and UX teams

Commercial & communication: Client demos • Stakeholder management • Product onboarding • Marketing strategy • Editorial judgement

— PROFESSIONAL EXPERIENCE

Co-Founder & CEO • Trailr.ai

Mar 2023 – Present

Denmark • AI products for film and television marketing

- Set product direction for an AI platform analysing shots, dialogue, characters and narrative structure to provide actionable creative feedback on trailers and promotional material.
- Secured competitive innovation funding through Innovation Fund Denmark's Innofounder and Innobooster programmes, preparing development proposals, milestones and budgets to support AI product development.
- Led Trailr.ai product design and specifications during a one-month, €25,000 AWS-funded sprint with Neurons Lab; worked daily with an approximately four-developer team to refine requirements, prioritise functionality and develop an early-stage prototype.
- The prototype contributed directly to securing Trailr.ai's first proof-of-concept deal with the Danish Broadcasting Corporation (DR).
- Translate customer and editorial needs into development priorities across AI, backend and frontend work; lead product demonstrations, evaluation and creative-team onboarding, including engagements with DR and Nordisk Film.

Founder • TJI Labs

Feb 2026 – Present

Denmark • AI prototyping, implementation and training

- Design, build and test AI-enabled applications and prototypes; connect business needs with iterative development and practical user testing.
- Delivered AI onboarding and creative production sessions for Nordisk Film and Novo Nordisk. Earlier, delivered a creative inspiration session for the Klovn franchise.
- Explore automation of recurring post-production workflows, including Premiere Pro graphics population, music documentation and KODA reporting.

SELECTED AI PROJECTS

Knock Knock · Internal commercial research tool

AI-assisted prospect research and structured workflows

Developed a tool for Trailr.ai to identify and organise prospective customers, structure account research and make commercial outreach more consistent.

MountainRiver · AI application

Product conception, design, implementation and beta testing

Built and beta-tested an AI journaling application that identifies themes in unstructured text, retrieves historical context and connects past experiences with future goals; demonstrates contextual analysis and user-centred iteration.

EARLIER EXPERIENCE

Senior Creative Producer · Danish Broadcasting Corporation (DR)

Feb 2016 – Mar 2023

Copenhagen

- Led national broadcast and digital campaigns, including election coverage and X Factor, coordinating editors, strategists, talent and senior stakeholders.
- Directed concepts and execution across formats, maintaining editorial quality, brand consistency and delivery discipline; contributed to audience-response experimentation.

Creative Producer, Brand & Content Strategy · Discovery Inc.

Feb 2015 – Feb 2016

Copenhagen

- Developed and delivered international brand and content campaigns from concept and scripting through production under demanding deadlines.

Creative Producer, Broadcast & Digital Marketing · DR

Feb 2013 – Feb 2015

Copenhagen

- Led on-air and digital campaigns, including DR3 launch activity and international-programme promotions.

Editing & Production Roles

2003 – 2013

Metronome / Endemol / Gong · SBS TV Denmark · Pacific7 Productions (London)

EDUCATION

BA (Hons), International Business & Marketing · London Metropolitan University

1995 – 1996

Market Economist, International Marketing · Niels Brock

1992 – 1995

RECOGNITION

Six international creative awards from Promax Europe / PromaxBDA Europe and EBU Connect for DR and Discovery campaigns, including KV17, *News App: The Preacher* and *Sex Sent Me to the ER*.