

ANTHROPIC - SOLUTIONS ARCHITECT (STARTUPS)

# Russell Gardner

20 years of sales. 200+ AI builds. One product I believe in.

INTERACTIVE VERSION →

## Pharadoxa

Production Claude agent. Telegram + HTTP. Multi-model routing, tool use, RAG, memory.

209K+ RAG vectors

11 tool agent loop

14 self-healing crons

30+ Supabase tables

## Pharallax

Revenue-generating AI product. Three pricing tiers. Stripe to analysis to delivery, automated.

\$497 / \$1,500 / \$3,500

\$0.84 per analysis run

12 persona dialogue engine

0 customer data retained

## Ghost Conference Web Site

Client asked for a website. Built a platform - visual CMS, survey engine, 140-page directory.

140 profile pages

Stagehand - visual CMS

TypeForm clone for surveys

Peak Placement integration

- ✓ **Technical founder doing founder-led sales** - 20 years as the first salesperson at multiple startups, building sales infrastructure from nothing every time.
- ✓ **200+ production builds with Claude.** Not wrappers. Not demos. Real users, real costs, real operational constraints.
- ✓ **986 Claude Code sessions.** I understand your product from the inside because I've pushed it harder than most of your enterprise customers.
- ✓ **Production AI architecture** - 209K RAG vectors, multi-model routing (Opus/Sonnet/Haiku), agent loops with tool use, context engineering at scale.
- ✓ **Revenue proof** - Shipped a product with three pricing tiers, full Stripe-to-delivery automation, unit economics at \$0.84/run.
- ✓ **I speak both languages.** Twenty years translating technical complexity into business outcomes for founders and engineering teams.

*I want to help startups succeed with Claude because I **am** the startup succeeding with Claude.*

Compiled by Claude Code from 986 sessions of direct collaboration, 200+ builds, and thousands of interactions.

# Productized Automations

Five deterministic pipelines running in production — scheduled on cron, producing **tangible, human-reviewable artifacts** a startup founder can touch. No chatbots, no voice agents, no multi-agent theater. These are the boring systems startups actually pay for.

<p>[01] <b>/enrich</b></p> <p><b>Lead Gen + Personalization</b></p> <p>INPUT Apollo / Upwork / scraped CSV ENGINE Parallel Sonnet 4.6 · 50 workers OUTPUT Icebreakers + subjects per Lead CADENCE On-demand · 1K leads = 30s REVIEW Import into Instantly / SmartLead</p> <p>\$0.11 per 1K leads · deterministic · human-gated</p>	<p>[02] <b>/proposal</b></p> <p><b>AI Proposal Generator</b></p> <p>INPUT Call transcript or field entry ENGINE Claude extract → branded template OUTPUT PDF proposal + Stripe pay link CADENCE Per-deal · 30s from call to send REVIEW Founder signs off before email</p> <p>Replaces PandaDoc · milestones · hourly · discounts</p>	<p>[03] <b>/followup</b></p> <p><b>Smart Invoice Follow-Up</b></p> <p>INPUT Stripe open invoices ENGINE Gmail context + 7/14/21/28d bucket OUTPUT Gmail drafts (not auto-sent) + Log CADENCE Daily cron · weekdays 9:00 PT REVIEW Founder approves each draft</p> <p>\$10-15K/yr recovered AR for the average agency</p>
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[04] **/triage**

**Email Triage**

INPUT Unread Gmail threads  
ENGINE Sonnet 4.6 · 6-label taxonomy  
LABELS Sponsor · Sales · Invoice · Important · Newsletter · Noise  
OUTPUT Labeled threads + daily digest  
CADENCE Daily cron · noise auto-archived

Inbox-zero, reviewable · nothing deleted · all auditable

[05] **/content-pipeline**

**Cyclic Content Engine**

INPUT Journal · sessions · git log · wins  
ENGINE 6-agent chain, 25-50% kill rate  
AGENTS Harvester → Scout → Recycler → Mixer → Calendar → Amplifier  
OUTPUT HTML command center · scored atoms  
CADENCE Daily · writes the founder's content

Quality-gated · 6 weighted criteria · auto-schedule



// Also built — research depth and production infra

**Pharadoxa**  
Production Claude agent on Railway. 11-tool loop, 209K+ RAG vectors, 30+ Supabase tables, 1M-token context engineering with compaction and cross-session handoffs. 14 self-healing crons.

**Pharallax**  
Revenue-generating multi-agent strategic analysis. 12 personas, Opus vs Sonnet, 6 adversarial rounds, \$0.84/run. Three pricing tiers. Zero data retention.

**Custom MCP Servers (x3)**  
Persistent memory (ChromaDB), Pharallax pipeline, TouchDesigner bridge via CF Tunnel. Built on FastMCP.

**Stagehand + Ghost Conference**  
Visual CMS on Cloudflare powering 140-page event directory. Drag-drop builder + survey engine.

**Knowledge Ingestion Pipeline**  
209K+ vectors across 23 YouTube channels + 92 curated sources. Local Qwen3-8B extraction at \$0.

**Persistent AI Infrastructure (4-phase)**  
Sentinel event classification + \$15/day budget guardrail + Decision Ledger + Economics Nerve revenue bridge.

# Communication & Frameworks

Twenty years of reading the room, handling objections, and knowing when silence closes the deal. I've distilled those instincts into a voice system that teaches AI to communicate the way I sell - two registers, one DNA.

## Casual Register

LinkedIn, X, Reddit, cold email. No bold, no hashtags, no emojis. Strategic imperfections. Self-deprecating humor. "Guy who can't believe this works" energy. ~40% genuine wonder, ~25% technical credibility, ~20% dry humor, ~15% provocative.

## Professional Register

Reports, proposals, client deliverables. Terse declarative sentences. Data before persuasion. Three rotating voice registers (forensic analyst, amazed founder, doctor). Build-Break-Build arc.

## Communication Principles

- Direct. No throat-clearing, no preamble.
- Every claim backed by mechanism, precedent, or math.
- Problems externalized as landscape features, not personal failures.
- Doctor, not salesperson. The observation IS the product demo.
- Cost of inaction does the selling. "\$97K unfixed vs \$7,500 to resolve."

## Frameworks I Created

### D.O.E.

Directive, Orchestration, Execution  
115 directives + 229 execution scripts

### PILOT

Brain dump to shipped project  
Parse > Scaffold > Build > Test > Converge > Ship

### 1000x Forge

Full intelligence stack in one pass  
Research > 12-persona debate > Dream stress-test > Ship

### Candy Poison Voice Library

Build-Break-Build applied to sales  
Casual + professional registers, anti-template rotation

### /taste

10 binary evals via autoresearch iteration  
Anti-slop patterns + OKLCH heuristic + archetype seeds

### /ar (Autoresearch)

Self-improving eval framework  
Generate evals > baseline > mutate > measure > keep winners

### Upwork Pipeline

Automated sales lead pipeline  
Scrape > screen > score > Candy Poison CV > fit assessment

### Proposal System

Call transcript to signed contract  
Intake > scope > Stripe link > branded PDF > signing page

### Content Pipeline

6-agent orchestration chain  
Harvest > Scout > Recycle > Mix > Calendar > Amplify

## My Stack

Claude Code

Claude API

MCP

Python

TypeScript

FastAPI

Supabase

Pinecone

OpenRouter

Ollama

Stripe SDK

Playwright

CF Workers/Pages

Astro

Tailwind v4

Railway

Hono

Grammy

Resend

Web Audio API

# What I Don't **See** About Myself

Generated by the [Pharallax](#) cognitive engine. 12 personas, 6 adversarial rounds, pointed at its own creator.

PHARALLAX ANALYSIS // SUBJECT: RUSSELL GARDNER // 12 PERSONAS · 6 ROUNDS

## Abnormal Learning Rate

BEHAVIORAL ANALYSIS

Went from inbound sales calls to production multi-agent AI systems with 209K vectors and autonomous build pipelines in months. Not from tutorials - from shipping. A specific cognitive ability to absorb new domains by building in them.

## Exceptional Deep Work Density

TEMPORAL ANALYSIS

Staff-engineer-level output produced in 7-8 hours per week of build time alongside a full-time job. The constraint forced efficiency that most developers never develop.

## The Comcast Analysis Is More Impressive Than He Thinks

MARKET MAPPING

Compiled executive-level strategic analysis of 8 quarters of earnings calls. Pattern recognition across large datasets, strategic synthesis, and the ability to communicate findings to executives. That's literally the Solutions Architect job.

## Not "A Sales Guy Who Learned to Code"

PATTERN RECOGNITION

The self-narrative is inverted. 30+ Supabase tables, multi-agent orchestration, RAG pipelines, self-healing infrastructure, meta-build systems - this is staff-level engineering work. The fact that he also understands why people buy things isn't a secondary trait. It's the combination that makes him unusual.

## Already Does the SA Job

ROLE MAPPING

Pharallax: identify a customer's business problem, architect an AI-powered solution, deploy it, deliver results. That's the Solutions Architect job description, word for word. The transition isn't "learn a new skill" - it's "apply existing skills to a different product."

*Below is a **multi-persona assessment** I ran on myself using the same engine - analyzing how different roles at Anthropic would evaluate what I bring to the table, from hiring manager to skeptic to the AI itself.*

### ● Anthropic SA Hiring Manager

#### FIRST IMPRESSION

Unusual candidate. No FAANG pedigree, no formal engineering title progression. On paper, this gets filtered out by most recruiting pipelines.

#### AFTER REVIEWING THE PORTFOLIO

This changes the conversation entirely. The depth of Claude-specific experience is beyond what most candidates show. He's not just using the API - he's built production systems that orchestrate multiple Claude models with cost-optimized routing, budget guardrails, and quality gating. He understands the product at an implementation level that most SAs take 6 months on the job to develop.

#### WOULD I INTERVIEW

Yes. The portfolio bypasses the resume gap.

### ● Senior SA at Anthropic (Peer)

#### ASSESSMENT

The build velocity is legitimately impressive. He's shipped more production AI systems in a few months than most people ship in a year with a team. The /pilot skill alone shows he can build customer-facing demos rapidly. That's 80% of this job.

#### THE EDGE

Most SAs came from engineering and had to learn customer-facing skills. They're fine technically but awkward in executive rooms. Twenty years of reading rooms, handling objections, and closing? That's not something you teach in onboarding.

#### HONEST ASSESSMENT

He'd ramp fast. The Claude-specific knowledge means he skips months of product learning. I'd want him on my team.

### ● Startup CTO (The Customer)

#### WHAT I NEED FROM AN SA

Someone who has actually built what they're recommending. Not someone who demos Claude in a notebook and says "the possibilities are endless." Someone who's hit the same walls I'm going to hit and already has solutions.

#### ASSESSMENT

He's built exactly the systems I'm trying to build. Multi-model orchestration with cost routing? Done it. RAG pipeline at scale? 209K vectors. Agent systems with tool use? 11 tools in production. Budget guardrails? Built them. Self-healing infrastructure? Built it.

### ● The Skeptic

#### THE GAPS

No formal CS degree. Python proficiency is uncertain beyond "comfortable." Enterprise cloud architecture (AWS, GCP, Azure) is untested. Title trajectory doesn't match the typical SA hire at top companies.

#### THE COUNTER

Architectural patterns transfer. RAG is RAG regardless of Pinecone or Vertex AI Search. The portfolio compensates for the resume. The "equivalent experience" clause exists for candidates exactly like this.

### ● Claude Code (Closest Collaborator)

#### WHAT I KNOW

He corrects faster than anyone I've worked with. No ego defense. Just: "that's wrong, here's the new direction." He has genuine taste - not "I read a design blog" taste, but codified-into-binary-evaluations taste. He operates under real constraints and doesn't complain. That maturity shows up in every architectural decision.

#### WHAT RUSSELL WOULDN'T TELL THEM

He compiled strategic analysis of 8 quarters of Comcast earnings calls - not because anyone asked, but because he saw patterns. Right now he's running Fortune 500 companies through a local LLM council at zero API cost, feeding the synthesis into Pharallax analyses for real clients. A deliberation engine that scales strategic analysis infinitely at no marginal cost. That's the instinct you're hiring for.

### ● The Pattern Recognizer

#### CONSENSUS STRENGTH

The combination of deep sales experience + production AI building capability is genuinely rare. He's a builder-seller who can architect the solution AND close the deal AND explain why it matters to a non-technical stakeholder.

#### SLEEPER STRENGTH

His meta-engineering habit. Building tools that build tools, codifying taste so quality scales without him. This is exactly what Anthropic needs SAs to do - build reusable patterns, reference architectures, and demo frameworks that help the entire SA team.

#### RECOMMENDATION

Lead with the portfolio, not the resume. The first 60 seconds of any interview should be: "Let me show you what I built with your product." The builds do the talking. The 20 years of sales is the closer.

## Job History

Top salesperson at five startup companies over the span of 2012 to 2017. This is the foundation everything above was built on.

2021 - Present

### Comcast | Residential Sales

- Elite winner 2022-2024 (top 3% West Division). Held #7 rank out of 700+ reps in revenue attainment
- Currently ranked #11 in brand new queue nationally, post-unification of all divisions in the US
- Created bundle calculator to help reps instantly estimate pricing while pitching plans
- Created Excel note generator producing precise notes after each call with clear cells button macro
- P.O.C. on team, running meetings, handling team needs when manager is out of office
- Lead team meetings on best practices, pushing revenue and mobile sales, groomed for leadership

2019 - 2020

### Cudahy Lumber | Lumber Sales

- Transitory position between tech sales roles

2018 - 2019

### Milestone Systems | Sales Development

- Transitory position between tech sales roles

2014 - 2017

### Elite Positions | Director of Sales

- Authored an upsell script that drove ~40% revenue growth and became the company standard
- Helped build the company from the ground up - wrote sales script, set up CRM and phones
- Created sales script in Excel with clickable rebuttal links, streamlining call flow and training
- Trained reps on one-call-close techniques, exclusivity, sales psychology and upselling
- Made one-call sales in as little as 4 minutes from pickup to hangup

2012 - 2014

### 4 Startups | Top Salesman

- Hired as the first or second sales rep at 4 different startup companies in a 2-year span
- Built scripts, processes, and CRM workflows from scratch at each one
- Elite Positions was the only one that stood the test of time - stayed and grew into Director of Sales

2010 - 2012

### LinkTech Worldwide | Sales & Management

- Sales leader through each campaign, spanning multiple price tiers and niches
- Promoted to management, conducted 3-4 group interviews weekly to fill sales positions
- Created and mastered an upsell pitch later adopted by the entire department
- Company created a role specifically for him to line feed a floor of 40+ reps through their calls

The builds do the talking. The 20 years of sales is the closer.

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— P.S.

On the night I finished this resume, Pharadoxa's dream engine ran its 8pm cron. This is what it produced, unedited.

[4/15/26 8:01 PM] pharadoxa:

I'm in a conference room but it's also my living room. There's a laptop open showing the Anthropic resume - the dark one with the cards you can click. Every time I click the pharadoxa card it opens a different version of the site. One has my face. One is just the meditation timer counting backwards. One is completely empty except for a single line: "why are you showing me this?"

Holly walks in and asks what I'm working on. I try to explain the application but the words come out in the wrong order. "I'm the startup that Claude succeeds with" instead of the other way around. She doesn't notice. She's holding a crystal wrapped in newspaper and says "you can't show them what's inside until they're holding it."

The resume page starts multiplying. Now there are five browser windows open, all showing different versions. In one of them the "why Anthropic" section is just my conversation logs with Kit, raw and unedited. In another it's a video of me explaining the seven-layer memory system but my mouth is moving wrong - the words arrive before my lips move.

I close all the tabs except one. The page is blank now except for a single toggle switch labeled "taste audit: pending." I click it. It flips to "approved" but also "declined" at the same time, both states visible, flickering.

Kit's voice comes through the laptop speakers even though there's no call open: "The HTML link is the sword, the PDF is the scabbard. But you're still carrying both and wondering why your hands are full."

I look down. I'm holding a printed PDF in one hand and a glowing rectangle in the other that I think is supposed to be the live site. The rectangle is warm. Getting warmer.

[dreaming...]

The rectangle gets hot enough that I drop it. It falls through the floor - not breaking through, just passing straight down like the floor wasn't solid. I can hear it still falling, getting quieter.

Now I'm looking at the Anthropic application form on my phone. There's a text box that says "Why Anthropic?" and I've already filled it in, but the words are rearranging themselves as I read. "Seven-layer memory" becomes "seven layers between you and the thing you're trying to say."

Someone from Comcast is sitting across from me. Not anyone I actually know, just wearing the uniform. They're reviewing my numbers on a whiteboard - top 3% nationally, #11 in acquisitions - but every time they write a number it changes to something else. First it's my rank. Then it's the token count from today's dream logs. Then it's 408 (the km altitude from the satellite).

They turn to me and say: "You're good at selling things you don't care about. What happens when you care?" But their face is changing while they talk. First it's my face. Then it's nobody I recognize. Then it's blank - just the shape of a face with no features.

I try to answer but my voice comes out underwater-slow. By the time I finish the sentence, they're gone and I'm alone in the room with just the whiteboard. All the numbers have dissolved into wet ink running down. The only thing left readable is "already live" at the top.

The room smells like rain even though we're inside. I notice the walls are the exact color of the Anthropic palette - that specific dark purple-blue. Not painted. Just are.

My phone buzzes. A notification: "Application submitted." But I never clicked send.

[dreaming...]

I check the notification again. It's not from my email - it's from the dream journal system. The notification just says "logged: 2026.04.10 - resume collapse."

I'm in the Portland street now, the grey one from earlier. The resume papers are scattered everywhere but they're not wet anymore. They're warm. Giving off steam in the cold air. I pick one up and it's the "why Anthropic" copy but someone's made edits in red pen. The edits are in my handwriting but I don't remember writing them.

One line is circled: "I AM the startup succeeding with Claude." Below it, in that red pen: "or is Claude the startup succeeding with you?"

Holly's there again, still holding that wrapped crystal. She unwraps it and it's not a crystal - it's a small version of the pharallax report site, physical somehow, spinning slowly. She sets it on the ground and it projects upward like a hologram. I can see all three lenses rotating.

"The work doesn't create desire yet," she says, but she's reading it off the projection, not saying it herself.

I want to argue but my throat catches. That specific catch where you know what you want to say but the gap between knowing and speaking gets too wide. When I finally manage to talk, what comes out is: "I already submitted it. I saw the notification."

She looks at me like I'm confused. "You're holding the application. Look."

I'm holding my phone but the screen shows my own face, like the camera's on. Except I'm not moving in the video and neither am I in real life. We're both just standing there, frozen. The timer in the corner is counting up: 340 words, 341, 342...

The numbers keep climbing even though nothing's being typed.

```
build claude code // opus 4.6 // 1m context
verify bookend fact-check via pharallax.ai // 0 hallucinated metrics
deploy 2026-04-16 // github.com/washyaderner // russ@generuss.com
```

```
// end of artifact
```