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# Jakob Pålsson

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CTO and software engineer with 9+ years co-founding and leading product development in Swedish tech startups, on top of an M.Sc. in Electronics Design. Build across software, hardware and AI: embedded firmware, computer vision and 3D, real-time positioning and GIS, full-stack web, mobile and Windows desktop. I do my best work in a team, and coaching the engineers around me is a real part of what I enjoy about the job.

## Experience

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### CTO & Co-Founder

#### Hyggligt Skogsbruk AB

May 2023 – Present

- Built AI-driven precision forestry end to end: LiDAR drone scans, per-tree analysis with our own AI tree-species recognition model, an optimization algorithm that produces the selective-harvesting plan, custom positioning hardware on the harvester head and the in-cab software that guides the operator to the right tree. First paid harvest in late 2023.
- Designed a custom RTK positioning puck for the harvester head instead of relying on the harvester's onboard GPS — accepted the hardware design, mounting and calibration work to put the aggregate on the map at centimeter accuracy on a moving machine in the forest, which the stock GPS could never reach.
- Led a Vinnova / Visual Sweden R&D project with Linköping University on AI image analysis of synthetic forest data, and the production pilot with Svenska kyrkan in the Diocese of Luleå. Operators followed the plan from day one — including ones who had never done selective harvesting before — and the logging cost landed roughly on par with a conventional second thinning.
- Recruited and led a multidisciplinary team of developers, forest researchers and domain experts; set technical direction across hardware, AI / computer vision, geospatial software, the in-cab app and the customer-facing platform. Backed by Sting, Forest Friends and angel investors; Esri partner and Google Cloud Startup Program. Spoke at the Forest Innovation Summit (UC Berkeley) on Sweden-California collaboration in AI-driven precision forestry and wildfire prevention.

### Founder & Lead Developer

#### Rint AB

Aug 2021 – May 2023

- One-person consultancy delivering high-performance web products for brand-name clients. Lead developer and architect on most engagements, working with established design and product partners. Selected clients (of 15+):
- **Hatstore.** Built hatstore.se as a new e-commerce platform from scratch (Svelte). Hatstore grew revenue 22% to SEK 304M, attributed in part to the new platform.
- **Activision.** Built the Swedish PR site for the latest Call of Duty launch (Next.js). Reached 18M people, 800+ Swedish participants.
- **Apotek Hjärtat.** Built a campaign site (Next.js, Google Sheets API) that recommends travel destinations with the *fewest* sunshine hours to reduce sunburn risk, plus a quiz with a paid trip as the prize. Reach 23.3M; every giveaway trip claimed.

### Co-Founder & Lead Developer

#### Flexime Technologies AB

Feb 2017 – Oct 2022

- Co-founded a SaaS + NFC-hardware platform for automated time and workforce management in the Swedish staffing industry. Owned the full stack: web platform, cross-platform mobile app with geofencing, firmware and cloud connectivity for in-house NFC terminals, customer-configurable rules engine, file-import pipeline and ERP integrations.
- Scaled to 2,500+ daily users, 250+ workplaces and 250,000+ shifts automatically processed per year. Trusted by major Swedish staffing agencies including Manpower, Lernia and Randstad; helped customers cut time spent on timesheet reporting by more than 50%.

### Embedded Systems Developer

#### Sparv Embedded AB

Jun 2015 – Jan 2017

- Built firmware for the Windsond ultra-light weather-balloon radiosondes and cross-platform companion apps for receiving and visualizing the sensor data on the ground.

### Summer Intern

#### Texas Instruments, Oslo

Summers 2013 & 2014

- Developed firmware for an unreleased low-power RF SoC at TI's worldwide low-power wireless HQ (formerly Chipcon). Ran independent projects across both summers.

## Education

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### M.Sc. in Electronics Design

Linköping University

Sep 2010 – Jun 2015




Linköping, Sweden

## Skills

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**AI / ML:** Computer vision, image-recognition models, LiDAR and 3D point-cloud processing, generative AI integration

**Hardware & Embedded:** Embedded firmware (C / C++, ARM), PCB and hardware design, RF SoCs, RTK-grade GNSS positioning, NFC, IoT

**Software:**  TypeScript,  JavaScript,  Python, C / C++, Next.js, React, Svelte, React Native, Electron, GraphQL, tRPC, Prisma, Supabase, Firebase

**Geospatial / 3D:** GIS, Mapbox, Esri / ArcGIS, Cesium, Unreal Engine, Three.js, ffmpeg

**Languages:** Swedish (native), English (professional), Japanese (basic)

## Interests

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Bouldering, building a CNC mill from scratch, analog photography, music and more.