

Massimo Bensi

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Practical AI & Automation Architect

Riga, Latvia

POSITIONING

Massimo Bensi is a practical AI and automation architect who turns business problems into clear systems, connected workflows, and reusable technology assets without hype.

WHAT I DO

I help founders, product leaders, and operations teams turn fragmented processes, disconnected tools, and practical AI opportunities into clear architectures, working prototypes, API and data integrations, dashboards, and maintainable automations.

My work sits between business strategy and hands-on implementation. I map the problem, design the system, build or supervise the first working version, connect existing tools, and explain tradeoffs to mixed technical and business audiences.

Typical engagements: architecture sprints, prototype or MVP builds, implementation partnership for integrations and automation, AI-enabled workflows with visible human oversight.

RECENT PROOF

- Delivered an AI skin-analysis and recommendation app for LABRAINS (Latvia); presented at AI Connect Latvia.
- Long-running systems integration and architecture across Salesforce, SaaS, middleware, and custom product contexts, including Midac (Middleware Accelerator) and anonymized enterprise customer categories.

HOW I WORK

Practicality over hype. Solve the business problem first. Keep architecture clear enough to supervise. Automate only after the process and data flows are understood. Prototypes should produce evidence, not theatre.

BACKGROUND

More than twenty-five years across software development, enterprise and cloud architecture, systems integration, data workflows, business process automation, and product systems.

SELECTED CAPABILITIES

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| • Practical AI | • AI workflow orchestration |
| • Business process automation | • Middleware |
| • Systems integration | • Data pipelines |
| • Solution architecture | • Dashboards |
| • API integration | • Technical communication |

CONTACT

Discuss a project via
massimobensi.com