Martin Tamm

Doctoral researcher at TalTech · Head of Product & AI at KULG

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SUMMARY

I bridge the gap between AI technology and practical DPP compliance, helping companies navigate the EU's Digital Product Passport era. As a doctoral researcher at TalTech, and previously a System & Business Analyst at Cybernetica, I combine academic rigor with hands-on implementation. My research focuses on Digital Product Passports (DPP) for SMEs: designing vendor-agnostic architectures for ESPR compliance.

What "All-In on AI" means: I don't just research AI, I live it. Every day, I apply AI tools for requirements gathering, data analysis, and process automation, and I always validate outputs against regulatory constraints. I know where AI fails and avoid those traps.

My work: DPP research, designing DPPaaS architecture for SMEs (integration patterns, textile ontology, multi-tenant governance). Cybernetica (CCI project, 2023–2026): modernized customs systems with AI-powered requirements analysis. Interviewing customs agencies across 4 countries on low-value e-commerce declarations.

How I can help: if you are navigating DPP compliance, AI implementation, or digital transformation, I have been there. Evaluate AI solutions critically (not just hype). Design practical integrations (work with your legacy systems). Avoid over-engineering (SMEs need practical, not perfect). Translate regulatory speak into actionable tasks.

Based in Tartu / Tallinn, available EU-wide. I reply within one working day.

EXPERIENCE

KULG Running app

Head of Product & AI March 2026 – Present · Estonia

Leading the architecture and delivery of kulg.io's core competitive moat: science-backed prescriptive algorithms that generate adaptive, personalized training plans at scale. Responsible for defining the decision engine that bridges biomechanical theory, sports science, and AI to produce actionable training prescriptions that evolve with the athlete.

- Algorithm Architecture: Define and iterate prescriptive training algorithms that combine metabolic modeling, biomechanical constraints, recovery dynamics, and performance data into cohesive adaptive plans.
- Science Integration: Ensure algorithmic decisions are grounded in peer-reviewed research, elite coaching methodologies, and real-world outcomes, not just "AI black box" patterns.
- Product Strategy: Own the roadmap for the AI training generation engine, from MVP to elite-athlete blueprints, balancing user needs, technical feasibility, and market differentiation.
- Process Automation: Design and implement automated workflows from data ingestion (Garmin, wearables, subjective audits) to plan generation, compliance tracking, and outcome measurement.
- KPI Definition & Measurement: Establish metrics that matter (plan adherence, regeneration rates, client outcome improvements, coach capacity gains) and build the infrastructure to track, analyze, and iterate.
- Cross-Functional Leadership: Coordinate with engineering, design, and coaching teams to translate scientific principles into usable, reliable, and scalable product features.

TalTech Tallinn University of Technology

Doctoral Researcher

February 2025 – Present · Tallinn, Harjumaa, Estonia

DPP e-commerce researcher, CIRPASS-2 project. Researching Digital Product Passports as a Service (DPPaaS) for SMEs: designing vendor-agnostic architectures for ESPR compliance using AI-augmented Design Science Research.

Research Digital Product Passports as a Service for SMEs, focusing on vendor-agnostic architecture, semantic interoperability, data governance, and compliance-oriented digital infrastructure. Use AI-assisted workflows for literature triage, research synthesis, interview analysis, ontology support, and documentation acceleration. Investigate how AI-supported methods can improve productivity while maintaining validation, traceability, and methodological rigor.

- O1: Integration Patterns: vendor-agnostic PIM/ERP federation for SME data acquisition.
- O2: Semantics & Compliance: textile sector DPP ontology + SHACL rules.
- O3: Multi-Tenancy: DPPaaS architecture with data sovereignty and governance.
- Ontology development: AI-assisted class hierarchy design. Tools: OWL 2 DL, RDF, SPARQL, SHACL (Protégé, TopBraid).
- Skills: DPPaaS architecture, semantic web approach (OWL/RDF/SHACL), ESPR compliance, SME adoption barriers; AI-assisted literature review synthesis.
- Semantic Web Technologies: OWL 2 DL, RDF, SPARQL, SHACL for DPP interoperability and compliance rules.

Cybernetica

Senior Analyst

May 2023 – September 2026 · Tartumaa, Estonia

Business/System Analyst in the Centralized Clearance for Import (CCI) project:

- Analyzing and refining business requirements, ensuring alignment with CCI objectives.
- Developing comprehensive system specifications and documentation to facilitate streamlined import clearance processes.
- Collaborating with stakeholders to identify inefficiencies and proposing innovative solutions for enhancement.
- Conducting in-depth data analysis to support informed decision-making and process optimization.
- Leading testing and implementation efforts, ensuring seamless integration of new functionalities.
- Providing ongoing support and troubleshooting to ensure the smooth operation of the CCI system.
- AI for Business Analysis: leveraging AI daily for requirements gathering, stakeholder analysis, and process documentation.
- AI-Driven Process Automation: applying AI to streamline customs clearance workflows, data quality validation, and cross-border process optimization.
- Enterprise Integration Patterns: designing legacy system modernization, SOAP → REST API migration.

Piletilevi Piletilevi Group

Data Analyst

December 2022 – February 2024

Translated reporting requirements into Power BI dashboards, data models, DAX rules, and SQL queries. Supported data transformation, reporting logic, data-quality checks, and stakeholder-facing analytics delivery.

Ridango

Project Business Analyst

May 2021 – May 2023 · Tallinn, Harjumaa, Estonia

- Analysis of the development tasks in cooperation with product managers, developers and testers.
- Consulting the customer and defining their need into technical analysis documentation.
- Product improvement analysis and roadmap. Products: back-office, real-time, customer web, devices, integrations.
- Managing analysis task processes for products.

Icefire

Business System Analyst

June 2019 – May 2021 · Estonia

- Collect and define functional requirements.
- Model complex business processes.
- Lead requirements analysis and verification processes to ensure the requirements meet business needs.
- Develop solution architecture together with IT architects.
- Write user stories/use cases; model activity, sequence, and other diagrams.
- Create database models, model integration services.
- Projects: bank business data model, SKAIS2 architecture, X-Road Elering biofuel integration analysis.

Finestmedia Finestmedia AS

Lead IT System Analyst

February 2018 – June 2020 · Estonia

- Participation in software development projects as a lead analyst, advising the development team during the process (e-commerce field).
- Requirements mapping of the software solutions, including mock-up prototype plans.
- Customer consulting and change management to ensure the software meets the customer's needs and expectations.
- Analysis process mapping and development planning, system optimization analysis.
- Projects: InRiver, Akeneo, nopCommerce, EpiServer, ERP (NAV, Directo, Axapta) system e-commerce analysis; Java, .NET, PHP based projects.

Information Technology System Analyst

October 2016 – June 2020

Led analysis activities for e-commerce and enterprise integration projects, including requirements mapping, prototypes, development-team advisory, and customer change management. Analyzed integrations involving PIM, ERP, and e-commerce platforms including InRiver, Akeneo, nopCommerce, EpiServer, NAV, Directo, and Axapta.

IT System Analyst

October 2016 – February 2018 · Estonia

Ericsson

Supply Process & IT Support Agent (MES Team Lead)

March 2015 – October 2016 · Estonia

Global support for 18 MES applications in development, issue investigation, issue tracking, implementation. Data analysis and report preparation for production sites. Business intelligence (BI) production and end-user support, trainings and development.

Setting up and implementing the Jaipur factory production management system and support workflow. MES application support team lead and team builder.

Lead Representative

May 2013 – October 2016

Supported 18 manufacturing execution system applications across issue investigation, implementation, reporting, training, and global user support. Provided BI reporting, end-user support, team coordination, and production-system troubleshooting.

MES Engineer

May 2013 – February 2015

MES system local support (development, data analysis, report preparation, trainings).

EDUCATION

Doctoral studies, Information Technology
TalTech – Tallinn University of Technology · since January 2025, in progress

Master's degree, Business IT (Data analysis & intelligent systems)
TalTech – Tallinn University of Technology · September 2020 – June 2026

Master's degree, Product development and production technologies
TalTech – Tallinn University of Technology · 2014 – 2016

Bachelor of Applied Science (BASc), Engineering materials and Marketing
Tallinn University of Applied Sciences · 2010 – 2014

PUBLICATIONS

Integrating Digital Product Passports in E-Commerce: An Architectural Framework for Sustainability and AI-Driven Value

SKILLS, LANGUAGES, CERTIFICATIONS

TOP SKILLS

Reporting Requirements
Strategy to Execution
Governance, Risk Management, and Compliance (GRC)

LANGUAGES

Estonian (Native or Bilingual)
English (Professional Working)

CERTIFICATIONS

InRiver Business Consultant Certificate
English language B2 level certificate