

Tiaan Dames

SOFTWARE & SYSTEMS ARCHITECTURE · BUSINESS OPERATIONS

info@pinnaclepa.biz +27 76 919 0182 Bloemfontein, South Africa SAST · UTC+2 portfolio.pinnaclepa.biz

PROFILE

Operations leader turned builder. **Thirty years running motor retail** — wholesale and fleet, quality control and warranty, and finally my own dealership with a team of seventeen and full profit-and-loss ownership — followed by **six software products shipped into production in two years**, designed, written and deployed alone.

I own the architecture, the infrastructure spend, the releases and the support. There has never been anyone to delegate to, which is precisely why I know where every joint in the system is. **I came to software because I spent three decades being failed by it.**

The software did not start in 2024. I built my first machine in 1995 and have assembled, configured and repaired my own hardware ever since — including multi-display simulation rigs from 2009. Alongside it I spent years writing game-engine modifications and scripts. That is where the syntax, the debugging instinct and the tolerance for reading documentation came from. The production systems below are where it was proven commercially.

CAREER

2024 – now	Founder & Technology Consultant Pinnacle Personal Assistant	Design, build and deploy business systems end to end — discovery, solution design, configuration, data migration, training, go-live and ongoing support. Six production systems shipped: a multi-tenant dealer management platform running a live dealership, two mobile apps live across three app stores, an AI automation platform, a schools communications platform and white-label client portals. International clients include Chute System (global military training and equipment) and Airborne Africa Adventures , Namibia.
2024	Vehicle Buyer Executive Motor World · part-time	Approached directly by a long-standing client to source stock for a 450-unit operation . Valuation, condition assessment and acquisition pricing under daily volume and margin pressure. Engagement ended when the group restructured its sourcing to a single supply channel.
2020 – 2023	Self-Employed — Food Retail Salt & Sugar · retail butchery	Founded Salt & Sugar during the COVID-19 lockdown, supplying convenience and frozen foods direct to households when conventional retail was disrupted. Sourcing, cold-chain, pricing, order management and delivery were all mine. Subsequently managed an independent retail butchery — stock, margin, staff and food-safety compliance.
2016 – 2020	Founder & Director Tritice Auto	My own business. A team of seventeen, ~200 units of stock, full profit-and-loss ownership. Retail outlet opened 2018. Hiring, firing, payroll, cashflow, purchasing, compliance and customer escalation were all mine. Every process in the company was one I wrote or one I replaced. <i>Wound down in 2020 following a substantial financial loss and the inter-provincial trading restrictions that removed the business's core stock pipeline.</i>
2010 – 2016 1998 – 2006	Manager — Wholesale & Fleet Grand Prix Motors	Fourteen-plus years across two tenures. Stock turn, margin management, supplier and dealer-to-dealer trading, forecasting and fleet supply — the commercial engine room of a franchise group.
2009 – 2010	Senior Sales Executive Central Nissan	Franchise new and pre-owned retail, OEM sales process, manufacturer targets and handover standards. Consistently met and exceeded monthly targets.
2003 – 2009	Quality Control Manager Imperial / Auto Supreme	Quality control and pre-delivery inspection across all new and pre-owned vehicles inside one of the largest motor groups on the continent. Set departmental standards, practices and procedures. Owned warranty end to end at high claim volume — classifying each vehicle to the correct warranty profile and category, assessing what the policy would and would not pay, working to ceiling prices, compiling and submitting claims, and managing the relationships with the underwriters. Where I learned that a business lives or dies on whether its documentation survives an audit.

TECHNICAL

LANGUAGES & RUNTIME TypeScript, JavaScript, Node, SQL, HTML/CSS	FRONTEND & MOBILE React, React Native, Expo / EAS, multi-store release pipeline	BACKEND & DATA PostgreSQL, Supabase, row-level security, Cloudflare Workers, D1, KV, R2, Hono	AI & AUTOMATION Anthropic API, Model Context Protocol, LLM document parsing, OCR intake, autonomous agents
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Dealer Management Platform

B2B SAAS · LIVE

Full dealership operating system in daily production use. Purchase intake, **OCR invoice parsing into structured vehicle records**, VAT engine and ledger, live stock control with collision-safe stock numbering, statutory vehicle register, document handling and atomic audit logging. Human confirmation gates every AI-drafted record before it reaches a ledger or a statutory register.

TypeScript · React · Node · PostgreSQL · Supabase · OCR pipeline · row-level security

Pinnacle Command Centre

AI AUTOMATION

Inbound email is parsed by an LLM into a branded quote and payment link in roughly ninety seconds. On payment, the client's entire workspace is auto-provisioned to Cloudflare's edge within five minutes — booking, invoicing and an autonomous agent that chases unpaid invoices. **Zero human steps**. Client onboarding went from days of my time to none of it.

Cloudflare Workers · Hono · D1 · KV · R2 · Anthropic API · Model Context Protocol

Chalkboard

MOBILE · 3 STORES

School communications platform, live on the Apple App Store, Google Play and Huawei AppGallery. Strict per-tenant isolation — **verified by seventeen adversarial tests executed on every deploy**, because a message reaching the wrong parent is not a defect you get to apologise for twice.

React Native · Expo / EAS · Supabase · Paddle · multi-store release pipeline

LifeCapsule

MOBILE · IOS + ANDROID

Time-locked messaging with media, share links and subscriptions. Unlock times are **validated server-side** so the client cannot be tampered with to open a capsule early — the entire product promise rests on that one guarantee.

React Native · Supabase · RevenueCat · App Store Connect · Play Console

Pinnacle Business Centre

WHITE-LABEL

Booking, invoicing and bookkeeping portals provisioned per client on isolated edge infrastructure, each on its own tenancy with independent billing.

Cloudflare Pages · Workers · D1 · edge-provisioned tenancy

HOW I WORK

- **I build the whole thing, then I run it.** Architecture, deployment, infrastructure spend and the 2am support call are the same job. Nothing above was handed to a team to maintain.
- **Controls before features.** Anything touching a ledger, a statutory register or a parent's phone gets a confirmation gate and an audit trail before it ships. I have been the person holding that paperwork.
- **Adoption is where systems die.** Getting a sales manager of twenty years to trust a screen only worked because I had done his job first. That is the scarce skill, not the code.
- **Cost is an engineering decision.** I have cut infrastructure spend twice by rebuilding what was lazy rather than cancelling what was useful.
- **Remote by default.** Every system listed here was designed, built, shipped and supported from home on SAST — a full working-day overlap with Europe and the UK.

EDUCATION & CREDENTIALS

SECONDARY Matric Durbanville High School, 1996	TECHNICAL N2 Technical Certificate Wingfield College, 1997	AI CERTIFICATION Anthropic Academy — 2026 AI Fluency: Framework & Foundations · AI Capabilities & Limitations · AI Fluency for Educators · AI Fluency for Students · AI Fluency for Nonprofits · Building with the Claude API · Claude Platform 101 · Claude Code 101 · Claude Code in Action · Claude Cowork · Agent Skills · Subagents · Model Context Protocol · Claude 101	REGULATORY NCA Credit Certification National Credit Act, South Africa	BUSINESS TOOLS Thirty years on a PC Word, PowerPoint, Excel, Acrobat, Google Workspace, CRM systems.
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pinnaclepa.biz/dealer-demo — the dealer management platform, running. Stock, invoicing, VAT, documents and the statutory register.

PORTFOLIO **portfolio.pinnaclepa.biz** — every product above, with screens and architecture notes.

APP STORES **Chalkboard** and **LifeCapsule** — live and downloadable on Apple App Store, Google Play and Huawei AppGallery.

LINKEDIN **linkedin.com/in/tiaan-dames-a15105258**

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REMOTE WORLDWIDE AND TO RELOCATION WITH SPONSORSHIP