Daniel Hedenberg

Founder · Full-stack & AI Architect, Weblease

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Builds, connects and automates digital systems – from integrations and custom platforms to mobile apps and AI agents. A background in both craft and leadership: electrician, store manager and business owner in two countries. Responsible for technical architecture and client relationships in the same role.

The road here

Shop, bar, building site, codebase. Each stop taught me something the last one couldn't – and it all connects.

2025 →

Founder, Full-stack & AI Architect

Weblease · Stockholm, hybrid

- Helps companies build, connect and automate their entire digital stack.
- **Data integration:** ties business systems, databases and APIs together into one flow.
- **Systems & SaaS:** CRM, ERP and custom platforms built from the ground up.
- **Apps & web:** mobile apps for Android and iOS, web systems and digital products.
- **AI agents:** tailor-made AI that takes over internal processes.
- Responsible for both technical architecture and client relationships — B2B sales, technical advisory, long-term partnerships.

2024 – 2026

Electrician

Ettans El & Design AB · Stockholm, part-time

- Electrical installations in homes and commercial premises: wiring, lighting, consumer unit replacements.
- Maintenance and troubleshooting to keep installations safe and reliable.
- Work in line with current electrical safety regulations and industry standards.
- On-site customer contact — explain, solve, hand over something that lasts.

2023 – 2024

Founder, Developer & IT Technician

Mobilassisten · Stockholm, hybrid

- Started and ran the business — everything from the first customer to the last invoice.
- Built and maintained a web app shaped around how customers actually worked.
- On-site IT support: installation, troubleshooting, operations.
- Handled invoicing and finances in-house.

2022 – 2023

Founder & Project Manager

La Poblacion · Panglao, Philippines

- Started, ran and sold the venue — the whole journey from idea to handover.
- Built a custom point-of-sale system and was responsible for budget and regulatory compliance.
- Cost analysis and efficiency improvements in day-to-day operations.
- Handled legal matters, permits and guest experience in a country other than my own.

2017 – 2022

Assistant Manager

7-Eleven · Stockholm County, full-time

- Led staff, built rotas and ran training.
- Responsible for store operations: stock, customer service and sales.
- Recruited and onboarded — built a workplace people wanted to stay at.
- Kept routines, policies and safety requirements in place day to day.

Education

Digital Transformation Leader

John Ericsson Institutet (Digital transformationsledare) · 2022 – 2024

Leading and delivering digitalisation and sustainability work. AI, IoT, AR and IT security, applied to building automation, smart grids and smart cities — making what exists more efficient and building what comes next.

IBM Full Stack Software Developer

Coursera · IBM Skills Network · 2023 – 2024

Six months of intensive full-stack training in English: cloud development with containers, Kubernetes, microservices and serverless, plus front end in HTML, CSS, JavaScript, React, Bootstrap and Python. Finished with a capstone project.

Technical skills

Languages	TypeScript · JavaScript · Python · Swift · Kotlin · SQL · Bash · HTML & CSS
Web & frontend	React · Next.js · Tailwind CSS · Framer Motion · Localisation (i18n) · PWA
Backend & data	Node.js · NestJS · Express & Hono · Prisma · PostgreSQL · Redis · REST & WebSockets · Stripe · Firebase · Monorepo (Turbo)
Mobile	iOS · SwiftUI · Android · Kotlin · Trusted Web Activity · Capacitor · App Store & Google Play · Push messages
AI & automation	Claude API · AI agents · MCP servers · Agentic workflows · Headless Chromium
Infra & networking	Linux (Debian) · nginx & Caddy · Docker · pm2 & systemd · Tailscale (WireGuard) · Cloudflare DNS · Let's Encrypt · Raspberry Pi fleet · SSH & rsync · GitHub
Testing & quality	Jest · Vitest · Testing Library · Puppeteer · E2E tests
Client & project	Client relationships · Project management, phase 1 → delivery · Requirements gathering · Technical advisory · B2B sales · Operations & maintenance
Ways of working	Analytical thinking · Technical architecture · Systems integration · End-to-end ownership

About me

I'm passionate about IT. What drives me is understanding how things work beneath the surface – why a system holds together, where it falls short and what could be built better. I'm analytical by nature: I want to see the whole flow before I touch any part of it, and I find it hard to leave a puzzle alone.

I'm 31 and live in Stockholm. Curious by habit, positive by nature. I'm happiest with a difficult problem, a keyboard and enough time – and when I look up, I've usually learned something I didn't know I needed. It's the solutions I'm passionate about; technology is the tool.

What I do

Data integration

Connects business systems, databases and APIs so data is entered only once.

Systems & SaaS

Custom CRM, ERP and platforms built from scratch, shaped around the business.

Apps & web

Mobile apps for Android and iOS, web systems and digital products – from first sketch to release.

AI agents

Tailor-made AI that handles the internal steps: reads, sorts, fills in, hands over.

Technical architecture

Designs the system first, so it can be built on in two years.

Client relationships & project management

From first conversation to delivery and operations. I lead every phase – and build what we agreed on.