Terrence Nuss

Founder · AI Product Strategist

terrynuss.com | AI workflows, automation & internal tools for small and mid-sized businesses

PROFILE

Founder of VOOV Software, Sonira.ai, and Sonira Sound. Helps small and mid-sized businesses put AI to work: mapping their workflows, automating the repetitive parts, integrating AI into day-to-day practice, and building the internal tools and client platforms that let lean teams operate like much larger ones. Deep niche experience with financial advisory firms.

COMPANIES FOUNDED

VOOV Software

2022 – Present

Founder & Managing Partner

- Build marketing technology, automation, and custom software for small and mid-sized businesses, with a specialty in financial advisory firms.
- Translate business needs into product requirements and integrations across websites, CRM systems, email, and social platforms; guide AI-native features across the suite.
- Scaled VOOV to **$80K in monthly revenue** with a core team of two, since grown to three plus a contract Google Ads lead.

VOOV PRODUCT SUITE

Insight Sender — content publishing, email marketing, and compliance review workflows.

Torin Core — website hosting, analytics, lead capture, and CRM integrations.

Post Brew — social scheduling, publishing, analytics, and approval workflows.

Baton Runner — automated lead follow-up and handoff to the right person.

Encore Webinar — scheduled and on-demand webinars with registration and attendance tracking.

Advisor App Lab — branded mobile apps with client resources, scheduling, and notifications.

Sonira.ai

2025 – Present

Founder · sonira.ai

- AI voice agents that answer the phone for small businesses (home services, hospitality, and shops without a front desk), live on a new or ported number in minutes.
- Agents answer from the business's own knowledge, book appointments onto the calendar, look up orders and accounts, open tickets in HubSpot and helpdesks, and transfer to whoever is on call.
- Multi-tenant platform with per-line configuration, usage billing, call recordings, and an iOS app.

Sonira Sound

2026 – Present

Founder · sonirasound.com

- Adaptive sheet-music app for iPad and Mac: converts PDF and image scores into digital notation, then listens by microphone or MIDI to follow along and turn pages hands-free.
- Practice sessions, AI-assisted score adaptation, and in-app conversion credits.

VOOV Creative

2022 – Present

Marketing Lead

- Lead marketing strategy and execution (websites, content, email campaigns, and lead generation), connecting creative direction with marketing technology.

CLIENT PLATFORMS & INTERNAL TOOLS

AI Story Flow
2025 – Present

Built for CI2 Advisors · client-facing at aistoryflow.ci2advisors.com

AI storytelling platform that CI2 Advisors' clients receive after its business storytelling workshops.

- Specialized AI agents guide users through writing business stories and build a role-based story arsenal for sales, services, marketing, and leadership.
- Deal work with prospect assessments, research reports, and meeting prep, plus voice practice for rehearsing stories aloud.

Cornerstone Action Plan
2025 – Present

Built for Cornerstone Wealth Associates

Financial planning platform that turns an advisor's client intake into short and long-form action plans.

- Side-by-side comparisons with discretionary-income and tax estimates; long-form plans with Social Security and risk analysis.
- Replaced a spreadsheet-driven process with branded, client-ready PDF plans.

Advisor Fee Stream
2025 – Present

Built for Base Wealth Management

Multi-firm pipeline tracker for AUM opportunities, planning fees, insurance, and annuities.

- Tracks opportunities by advisor, stage, and referral source and rolls closed business into firm-wide monthly totals, replacing a hand-maintained dashboard.

VOOV Nexus
2026

Internal platform for the VOOV team

An integrated, AI-native internal messaging platform connecting team conversations, client knowledge, and coding agents.

- Turns emails, transcripts, audio, and files into proposed tickets; AI assistant answers with citations to the original sources.
- Private MCP server lets Codex agents claim tasks and submit work for human approval; recorded, transcribed calls and native apps.

CORE STRENGTHS

Founding and scaling products
Workflow mapping and automation
Product strategy and UX
Marketing leadership and CRM
AI integration for SMBs
Internal tools and client platforms
Voice AI and agentic workflows
Financial advisory niche

TECHNICAL

Python, FastAPI, Django, React, Next.js, Vue, Swift · PostgreSQL, Supabase · OpenAI Agents, vector search, MCP, voice and speech · Railway, Cloudflare, Docker

EDUCATION

Bachelor's degree in Languages — University of Alaska Anchorage