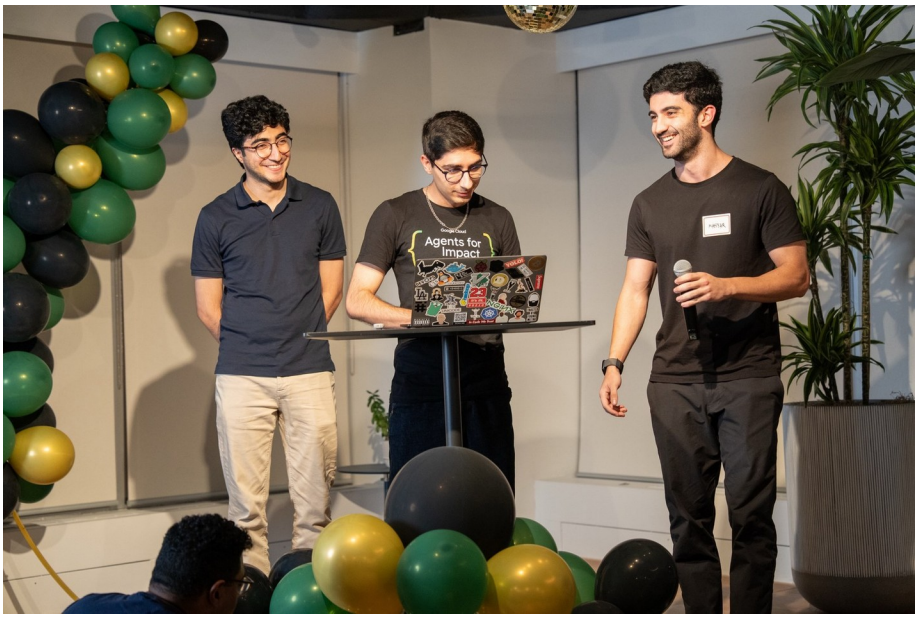
My Vision as an Engineer

For three years at Pet Valu, I heard the same question almost every day: “My dog has allergies. What should I feed him?” The best answer was not always the bag on promotion, so I built BowlWise, an AI tool that gives each dog an honest match. It now runs on tablets in two Pet Valu stores, and seeing people use it is what I love most about engineering. My vision is to do that at scale: to run my own company that solves people’s actual problems with AI and agents they can trust. What sets me apart is the order I work in. I start with the question people keep asking, then pick the technology. The photo below shows my team giving the only live demo at the Build North hackathon finals. It represents the engineer I want to be: one who shows the real thing working and stands behind it after the demo.



Artifact: Me (with the mic) presenting my team’s AI voice agent at the Build North hackathon finals, October 2026. Photo by Georgian, the event organizer.

In 10 years, I want that question, and thousands like it, to get honest answers. A dog owner gets the right food for her dog with the reasons shown, and the store associate beside her can explain it with confidence. Teams at work trust my agents because they act the same on a busy Monday as in my demo. A factory like my dad’s, without a big AI team, can still afford agents for its real problems. My company grows when all of these people come back because it helped them.

Honest answers are also an engineer’s duty to the common good. In Ontario, the Code of Ethics puts public welfare ahead of an employer’s interests, and Volkswagen shows the cost of forgetting that: Its software gamed emissions tests while the cars polluted far more on the road (*Engineering Ethics*, n.d.). AI agents can mislead users the same way, so mine will say what they do not know. Honesty is also the social side of sustainability (*Engineering Ethics*, n.d.). Its environmental and economic sides come down to efficiency, because every call an agent makes costs energy and money. My first proposal at FGF Brands cut one agent’s wasted calls, so it now runs cheaper and faster on less power. That lower lifetime cost makes AI affordable for smaller companies. As Schear et al. (2022) put it, a true ESG strategy is about “how a company makes

its money" (p. 2), and my company will make its money by solving problems, not pushing products.

This vision comes from my top values: helping people, a product I can see, long-term effort, and being my own boss (*Values Assessment*, n.d.), plus the two my dad and I live by, honesty and hard work. His rule, keep your work clean, will be my company's rule. Keeping my work clean is not always easy, though. In October, I told my manager a change needed more testing, let it go when told it was fine, and the next morning the release broke for some users. My EQ self-assessment had flagged conflict management as one of my lowest areas (*Your EQ Self-Assessment*, n.d.), and that day it showed. I fixed the release before the deadline and learned that raising a concern is an ethical skill (*Engineering Ethics*, n.d.) that only protects people when it comes with a concrete plan. If you are building AI that people can trust with their actual problems, I want to build it with you.

References

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