Rob Hernandez

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I build AI systems that make people and companies operate smarter.

EXPERIENCE

2026 to now

Founder & CEO, Confidant

Private AI second brains

A chief of staff with perfect memory. A private AI second brain, installed for you on your own computer, that remembers your conversations and tells you what you are forgetting.

2025 to now

Co-Founder, QWave Labs

AI systems for companies

Company brains built from meetings and documents, agents that answer, quote, route and follow up, and products we run ourselves, like Resync. I work with a team stacked with people smarter than me.

2024 to 2025

Founder

Marketing systems and AI automation agency

Clients wanted everything automated, and I took on more than I could chew. The work and the lessons carried forward.

2022 to 2023

Founder

AI automation agency

I brought in the clients while a partner in the UK ran ads. When the first voice AI platform launched, I set up agents for other agencies' customers and tuned them by asking the agent what went wrong.

- First big client, a nutrition program, went from about $20,000 a month to $40,000 in the first month and $60,000 by the third

2020 to 2022

Field and remote sales

5G internet, solar and health insurance

Door to door for 5G internet and solar, health insurance at an agency, then remote jobs. At one point I held three at once, and I kept that up for two years.

- Applied to 80 to 100 jobs a day and interviewed for five to seven a week

2020

Co-founder

Health insurance call center

When COVID hit, I pitched a family friend on a call center of our own. I set up six desks, the dialer, the CRM and the scripts, then coached every call from the middle of the room.

- 2,800 members in three months, with each rep averaging about 200 a month

2019

Sales lead

Health insurance call center

I started two days before enrollment opened. There was no script, so I wrote one and kept sharpening it.

- 367 members in 48 days while training the three people I brought in

2017 to 2019

Sales

Car lot, then door to door insurance

At 18 I was on a car lot learning the old playbook. Door to door supplemental insurance got me off the lot, and in Miami I was on fire.

- Finished at the top of the class at an insurance company's training in Chicago

PRODUCTS I RUN

Confidant. A chief of staff with perfect memory.
ScoreGPS. Turn by turn directions for your credit.
Claude Starter Pack. Claude Code, set up in one click.
Cadence. Carousels that post themselves.
Resync. The all in one kit to catch up with AI.

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