Augusta Labs

Head of Private Equity, US

I. About Augusta Labs

Augusta Labs is an applied AI lab partnering with the largest PE firms in the world on AI-driven value creation - transforming portfolio companies into AI-native businesses.

Co-founded in 2024 by João Cerejeira (ex-McKinsey) and Rodrigo Fernandes (ex-Sword Health, AI unicorn backed by Founders Fund and Khosla Ventures), we intentionally assembled Portugal's top young talent.

Based in Lisbon and serving clients globally, we design, develop and deploy production-ready AI solutions that deliver measurable value in weeks, not years, building on our own internal accelerators. We're growing >5x year-over-year and recently raised a round valuing the company at €50m.

II. About the Opportunity

Private equity is rapidly emerging as one of the most powerful distribution channels for enterprise AI. Leading funds are actively searching for repeatable ways to accelerate value creation across their portfolios. They care about EBITDA impact, execution speed, and scalable transformation models that can be deployed across multiple portfolio companies. AI is quickly becoming a central lever in that playbook.

Augusta Labs is building a dedicated private equity practice to partner with leading sponsors and deploy AI-driven transformation across their portfolios. We already work with firms such as Partners Group, Hg Capital, Permira and The Carlyle Group, and are expanding this into a major strategic vertical.

We are looking for a Head of Private Equity to own this effort in the US. Based in New York, you will lead our commercial motion across the American sponsor ecosystem, home to the deepest concentration of top-tier PE capital in the world. This is a frontier-building role: you will shape Augusta Labs' US private equity strategy, deepen relationships with leading New York-based sponsors, and originate and close large AI transformation programmes across funds and portfolio companies. You will be selling complex, high-value engagements rather than a narrow product, including AI Centres of Excellence, portfolio-wide transformation initiatives, and domain-specific AI deployments across multiple portfolio companies.

The role requires someone who combines network-building ability, commercial force, and private equity fluency. You should be able to open doors, shape demand, run sophisticated multi-stakeholder sales processes, and convert sponsor-level interest into signed programmes and portfolio activation. This is a build-and-win role, not a maintenance one.

III. What You Will Do

- Build Augusta Labs' US private equity commercial motion from the ground up, defining how we win, which funds we target, and how we position and price AI transformation for the American PE market.
- Originate, structure, and close AI transformation programmes with leading PE sponsors, typically in the $1M to $15M+ range.
- Build deep trusted relationships with operating partners, MDs, deal teams, and portfolio company leadership across top-tier New York-based funds.
- Translate PE value creation agendas into compelling AI programmes with clear economic logic, speaking fluently in EBITDA impact, hold period risk, and exit multiple terms.
- Lead complex end-to-end deal cycles from first conversation through commercial structuring and contract signature.
- Drive sponsor-to-portfolio activation, working closely with Augusta Labs leadership and delivery teams to convert fund relationships into portfolio-wide programmes.
- Turn the US private equity vertical into a major revenue engine for the company.

IV. What You Will Need

- Strong track record in commercial or BD roles, with exposure to complex, multi-stakeholder sales processes such as strategic programmes, consulting engagements, or complex technology initiatives.
- Meaningful exposure to the American private equity ecosystem, whether through selling into PE firms, working closely with PE-backed companies, or operating within the ecosystem.
- An established or readily activated network into the New York sponsor community.
- Deep ability to build trusted relationships with senior stakeholders and operate with full credibility at executive level.
- Strong commercial instincts and comfort structuring non-standard deals in ambiguous, fast-moving environments.
- High-ownership, high-intensity mindset with a genuine drive to win, and the communication skills and executive presence to match.

Strong candidates often come from backgrounds such as:

- Enterprise technology, cloud, data, or AI companies selling into PE or PE-backed businesses.
- Top-tier consulting firms with exposure to private equity or value creation programmes.
- Private equity operating teams or portfolio transformation roles.
- High-performance commercial roles with meaningful network access to the PE ecosystem.