

Herman Foundry introduces FeedSquad: a team you can count on

Built by a product and marketing leader using AI agents, FeedSquad brings specialist capabilities, shared business memory and multichannel marketing into one coordinated workflow.

LEVI, FINLAND - Herman Foundry is introducing FeedSquad, a marketing team of specialist AI agents designed to help founders and lean businesses plan campaigns, create content and publish approved work across channels - without making every step another task for the founder.

Its launch theme, "A team you can count on," addresses a growing tension in the agent market: impressive capabilities do not always translate into dependable delegation.

Users describe having to repeat context, restart stalled tasks, check uncertain progress and repair inconsistent results. An agent may produce a strong draft while leaving the customer responsible for coordinating everything around it. For businesses, the practical question is how much work they can hand over - and how much supervision they will get back.

FeedSquad is built around that question.

The breadth of a team, with a shared understanding

FeedSquad brings together capabilities for campaign planning, LinkedIn, X and Threads content, branded visuals, long-form articles, newsletters, founder interviews, employee advocacy and performance analysis.

These capabilities share a common foundation. Stash holds approved business facts, positioning, audience knowledge and voice guidance. Chief uses that context to plan and brief the work. Specialists develop material for their channels and formats. Handler manages the social calendar and publishes approved content.

The aim is to reduce the work between individual tasks: repeatedly explaining the business, moving drafts between tools, adapting ideas for different channels and checking what is ready to publish.

One campaign can become a LinkedIn story, an X thread, a Threads conversation and supporting visual or long-form material. Each piece has its own purpose while drawing on the same facts and direction.

Reliability means remembering, coordinating and following through

FeedSquad's approach centres on four expectations of a dependable team:

Remember the business. Maintain shared, reviewable context so customers can build on previous decisions.

Coordinate the work. Give specialists defined responsibilities within a connected campaign.

Make progress visible. Keep deliverables, approval decisions and publishing states inspectable.

Respect the customer's judgment. Let people edit the work and decide what goes out under their name.

FeedSquad's ambition is to reduce the management burden that can accompany powerful agents while expanding what a business can accomplish across channels.

Built by a product and marketing leader

FeedSquad was built by Ville Ylläsjärvi, a product and marketing leader and the founder of Herman Foundry, based in Levi, Finnish Lapland.

Ylläsjärvi previously worked at Nokia and BMW Designworks and co-founded Haltian, helping grow the company beyond €19 million in revenue and 100 employees. His experience includes serving as Haltian's Chief Marketing Officer, bringing firsthand knowledge of developing products, reaching customers and building a business.

He is not a software developer. He built FeedSquad as a solo founder using AI agents, applying his product and marketing experience to direct the work.

That background gives FeedSquad a distinctive perspective: a marketing team designed by someone who has led the function, built a company and experienced the demands of bringing products to market.

Putting the promise to work

Herman Foundry will use FeedSquad to help run its own multichannel launch campaign, sharing briefs, specialist outputs, founder edits and publishing results. The process will make both the product's contribution and the human work visible.

The campaign will examine more than a single polished demonstration. It will show how context carries forward, how work changes across channels and how much intervention is needed to reach a finished result.

"A team you can count on" is the standard FeedSquad is setting for that experience: useful work, shared understanding and dependable follow-through, with the customer in control.

FeedSquad offers starting points ranging from social scheduling and individual specialists to coordinated marketing support. Access, usage allowances and availability vary by plan and capability; some products are offered through limited release, paid onboarding or early access.

Explore FeedSquad and try it for your brand at feedsquad.com.

About Herman Foundry

Herman Foundry is the company behind FeedSquad. Founded by Ville Ylläsjärvi in Finnish Lapland, it combines hands-on AI product development with fractional and interim AI leadership for businesses. FeedSquad brings that practical approach to marketing through specialist agents, shared business memory and human-controlled publishing.

Media contact

Ville Ylläsjärvi · Founder, Herman Foundry
ville@hermanfoundry.com
hermanfoundry.com · feedsquad.com
Levi, Finnish Lapland

Background for editors

The challenges described above reflect recurring user reports, rather than a universal assessment of frontier agents. LangChain's survey of more than 1,300 professionals reports quality as a leading barrier to production deployment. A separate Nylas survey of 1,030 US professionals found that 54% reported an agent-related mistake at their organisation in the preceding 90 days. Neither survey establishes comparative performance between FeedSquad and another product.

[LangChain - State of Agent Engineering](#) · [Nylas - State of Agentic AI, H2 2026](#) · [User discussion: context continuity](#) · [User discussion: task completion](#)
· [Herman Foundry - founder background](#) · [Herman Foundry - product and growth experience](#)