// RESUME

Khamsouk Souvanlasy

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Fractional CTO and Applied AI practitioner with **25+ years in technology.** I advise startups and SMBs that need senior technical direction. I remain hands-on with software delivery and Applied AI engineering.

I also work on sales and marketing data, technical SEO, AEO and GEO, and stay involved through implementation and measurement.

// SELECTED OUTCOMES

- **+129% YoY quarterly revenue** and **+117% enrolments**, with **3.4x search impressions**
- **Up to 15x monthly return on Google Ads lead cost**, with **+15% leads** and **+25% revenue** after reallocating spend
- **24x monthly organic clicks** and **27x impressions** within four months
- **2.4x online course orders** year on year, with **4.6x UK organic clicks**

// CORE CAPABILITIES

- **Fractional CTO:** technical direction, architecture, delivery, hiring, vendor decisions and AI stewardship
- **Growth:** SEO, AEO, GEO, content, paid acquisition, CRO, analytics and attribution
- **Applied AI:** custom agents, retrieval, workflow automation, evaluation and governance
- **Hands-on delivery:** Rails, JavaScript, Python, PostgreSQL, APIs and cloud

Experience

Independent | Fractional CTO, Applied AI and Growth Consultant

MARCH 2024 TO PRESENT

- Work as Fractional CTO and growth lead for education providers, recruitment agencies and early-stage SaaS companies, covering websites, landing pages, CRM, analytics and integrations.
- Delivered **+129% year-on-year quarterly revenue**, **+117% enrolments** and **3.4x search impressions** through content, SEO, AEO, GEO, conversion optimisation and measurement. One quarter's organic revenue matched all of calendar 2025.
- Reallocated paid and lead-partner spend to increase **leads by 15%** and **revenue by 25%**, with Google Ads returning **up to 15x its lead cost in a month**.
- Led content and search programmes for technology recruitment and online training, delivering **24x monthly organic clicks within four months** and **2.4x year-on-year online course orders in a quarter** respectively.
- Build dashboards and AI-agent workflows from content, marketing, sales and third-party data for conversion analysis, reporting and software delivery.
- Built a Rails customer portal that removed avoidable Salesforce licences, saving **tens of thousands of dollars annually**.

Chief Technology Officer | Alkhemy

DECEMBER 2010 TO NOVEMBER 2023

- Helped grow the business from a **three-person startup** to a **multi-million-dollar company with more than 30 staff**.
- Built a sales, marketing and customer-experience analytics platform used to optimise marketing spend, agent performance and customer interactions, supporting **more than $1 billion in revenue for our clients**.
- Built high-throughput event ingestion and analytics pipelines with Elixir and AWS, then applied Python and Jupyter-based machine learning to lead-generation decisions.
- Led technical budgets, architecture and infrastructure, and coordinated delivery across client and product teams.

Experience, continued

Chief Technology Officer | Alkhemy, continued

- Built an online education marketplace connecting **tens of thousands of students** with teachers.
- Established a **30-person contact centre** and **50-person office within weeks** after the company won an urgent tender.
- Prepared technical responses for higher-education and government tenders, plus research and development tax incentive submissions.

Senior Developer | iProperty Pty Ltd

MARCH 2007 TO DECEMBER 2010

- Turned the website division from a loss leader into a **profitable operation** by building a hierarchical multi-tenant CMS that **reduced delivery cost**.
- Helped build one of Australia's early large-scale Rails property platforms, used by **more than 400 real-estate agencies**.
- Built online learning, social-network management and intranet products for real-estate networks.

Technical Co-Founder | Monikerwear

2007 TO 2019

- Bootstrapped a made-to-order menswear platform with Rails and Spree Commerce, including an interactive product customiser.
- Contributed to go-to-market strategy, supplier operations and fulfilment integrations.

Senior Manager | Gulfnet, Japan

APRIL 2002 TO APRIL 2006

- Led web and desktop application architecture for the Japanese market using Java and .NET.
- Built intranet, messaging and online ordering systems, including a platform serving **more than 900 stores**.

Systems Integration Consultant | Cambridge Technology Partners and Novell

DECEMBER 1997 TO APRIL 2002

- Built web applications for government, higher education and enterprise clients, including the Australian Yellow and White Pages Online.
- Progressed from junior to senior developer **within two years**, then mentored and coached junior developers.

Education

Bachelor of Engineering (Software), Honours

University of Melbourne, 1997