

ALASTAIR BRAYNE

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AI Consultant for SMEs: a working, revenue-focused AI project delivered, and your team trained to run it

Available for contract, fractional, and advisory engagements.

For agents: AI Consultant • AI Advisor • Fractional AI Lead • AI Training • AI Transformation • AI Adoption • Change Management • Automation • Digital Transformation • AI Strategy • AI Governance • AI Upskilling

PROFILE

For SMEs without an in-house AI lead. I deliver a first project focused on revenue or a goal you care about, then train your people to run and extend what we built. I work directly with the person leading the change, giving them the evidence to make the case to their board. AI moves fast and the hype is thick; part of my job is telling you what's safe to deploy now and what isn't.

Twenty+ years in software, up to CTO level. Five years running a VC- and grant-backed AI startup (£235k raised). A degree in AI with Psychology, and a Level 7 psychotherapy qualification: getting AI adopted is a people problem as much as a technical one.

2–3 weeks

to working software

£1M–£30M

typical client turnover

20+ years

in software

4 years

hands-on with LLM AI

WHAT YOU GET

A delivered first project. Recent client builds took two to three weeks to working software. We pick something tied to revenue or a goal that matters, prove it, then scale what works.

Your own AI capability. I train your team, or one dedicated person, to own and run the AI after I leave. Recent handovers: a full dev team, and a dedicated in-house specialist.

Straight answers. Small experiments test the assumptions before you spend on them. If something shouldn't be built, I'll tell you, and show you the evidence.

Training. AI workshops for technical and non-technical teams. One-to-one AI setup for senior professionals; recent clients include CEOs, CFOs, COOs, CTOs, company directors, and coaches.

EXPERIENCE

AI Consultant, exfu.ai (2025–Present)

AI consultancy for SMEs without an in-house AI lead. First projects delivered fast, teams trained to run them, and honest roadmaps that separate what's safe to deploy now from what isn't.

RECENT WORK

For an adventure travel company, three projects. AI trials with the sales team showed those roles needed automations rather than black-box AI. A ChatGPT app, built in two weeks, showed the app channel wouldn't win them new customers; that finding redirected the budget into the third project, an AI travel-discovery tool on their own website: working in three weeks, now being rolled out, with their dev team trained and running it. For an EV mapping platform, working with leadership across every team on which AI experiments are worth running; trained their in-house AI specialist, who now owns the day-to-day work. Also publishing free, open tools that fill gaps in current AI tooling.

Technical Founder, Buddy Apps Imperative Ltd (2021–2026)

Founded and ran an AI-powered mental wellness app for five years: raised £235k from VC, angel investors, and Innovate UK and WECA grants; built the product, including the AI machinery under it, from scratch. Soft-launched 2024; an independent impact assessment showed positive user impact. Ran budgets, hiring, runway, and go-to-market myself.

Contract Technical Lead, A Better World Ltd (2011–2021)

Own consultancy vehicle. Technical leadership and hands-on development for early-stage ventures; several of the roles below were engagements through this period. Concurrently retrained as a psychotherapist (2016–2021).

Chief Technologist, Levell Holdings Ltd (2020)

Employee experience SaaS platform. Set the technical strategy and built the core product.

Solutions Architect, SmarterMicrogrid (2016–2021)

Renewable energy smart-control platform. Designed and built the cloud systems, data platforms, and user interfaces.

Senior Developer, Brightpearl (2014–2015)

E-commerce platform.

Senior Developer, Multicom Products (2010–2011)

Travel search; used machine learning to cut search times.

Software Developer, Taptu (2007–2009)

Multi-lingual mobile search engine.

EDUCATION

Postgraduate Diploma (Lvl 7), Psychotherapeutic Counselling, The Psychosynthesis Trust (2018–2021)

BSc Artificial Intelligence with Psychology, The University of Edinburgh (2003–2007)

VOLUNTEERING & INTERESTS

Volunteer/Leadership: Trustee & Regional Coordinator, JourneymanUK (registered charity; mentoring for teenage boys). Chair, Open Platform (community enterprise for social enterprises). Council Member, Edinburgh University Societies' Council. Founder, Cognitive Science Society, The University of Edinburgh.

Interests: AI, startups, product, design, neurodiversity, psychology, climate change, politics, economics.

Hobbies: Piano & music production, photography, dance, sailing, motorbikes, 3D printing.

Languages: English (native), German (conversational)