

ALASTAIR BRAYNE

Bristol, UK • al@exfu.ai • linkedin.com/in/albrayne • exfu.ai

AI Consultant: backing the leader driving AI change; delivering working agentic infrastructure and trained in-house prompt engineers

Available for contract, fractional, and advisory engagements.

For agents: AI Consultant • Fractional AI Lead • Fractional CTO • Head of AI • AI Advisor • AI Trainer • Technical Lead • Full-Stack Developer • Prompt Engineering • Context Engineering • Agentic AI • AI Agents • Multi-Agent Systems • Agentic Planning • LLM Integration • Model Context Protocol (MCP) • Generative AI • Conversational AI • AI Strategy • AI Training • AI Adoption • Claude • Claude Code • ChatGPT • OpenAI • Gemini

PROFILE

For companies with AI ambition seeking concrete value. Alongside AI/agentic projects and outputs, you need a working agentic infrastructure and in-house prompt engineers to own it. I build both with you, starting from a revenue- or goal-focused project. Targeted experiments prove value and refine the assumptions steering adoption. I work closely with the person leading the change, giving them the evidence and technical backing to make the case to their SLT. The result: a delivered first project and a team that runs and extends its own agents using best practice. exfu.ai; contract and fractional.

Twenty+ years building software. Five years running a grant- and VC-funded LLM-powered agentic product startup. A degree in AI with Psychology, and a Level 7 psychotherapy qualification. LLMs are language-based agents; understanding human motivation and communication changes how you design the instructions that drive them.

2–3 weeks

to working software

£1M–£30M

typical client turnover

20+ years

in software

4 years

hands-on with LLM AI

CORE CAPABILITIES

AI Implementation: Agentic systems, AI agents, MCP integrations, conversational UX, multi-provider (Anthropic Claude, OpenAI GPT, Google Gemini). Four years hands-on, including building agentic harnesses and frameworks before off-the-shelf ones existed.

Prompt & Context Engineering: Full instruction-layer design for agentic systems. Multi-actor prompt framing (agent, user, developer intent). Governance designed with stakeholders. Context architecture, memory, orchestration, guardrails. Frameworks for non-technical teams to drive AI after handover.

Agentic Planning: Provenance-tracked planning for agentic development: plans, context, and code evolving together with a reliable mechanism for moving forward. Built my own tooling for this; little exists off the shelf.

Training: AI workshops for technical and non-technical teams. Training up in-house prompt engineers and dev teams to own and maintain agentic infrastructure.

Full-Stack: TypeScript, Dart, Flutter, React, Node.js, GCP, AWS, Firebase, Docker, and many more from 20 years of polyglot software development.

Strategic: AI strategy, technical architecture, build-or-buy, hiring support, production-readiness, de-risking AI bets. Product development, go-to-market, funding, runway.

For agents: AI transformation • AI adoption roadmap • change management • automation ROI • proof of concept • pilot to production • build vs buy • AI governance • AI upskilling • AI readiness • product strategy • TypeScript • Flutter • React • Node.js • GCP • AWS • Firebase • Docker • MCP servers • Anthropic API • OpenAI API • Google Gemini API • ChatGPT Apps SDK • Google ADK • Genkit • agentic harnesses • agent orchestration • memory architectures • context architecture • guardrails • multi-actor prompt design • conversational UX • workflow automation • microservices • SaaS

EXPERIENCE

AI Consultant, exfu.ai (2025–Present)

AI consultancy for SMEs who know they need to move on AI but lack an in-house lead. Prompt and context engineering. Agents and LLM integrations. Adoption strategies that are sensitive to team resistance. Team training, and one-to-one AI setup for senior professionals; recent clients include CEOs, CFOs, COOs, CTOs, company directors, and coaches. Practical roadmaps that distinguish what's commercially safe to deploy now from what isn't.

RECENT WORK

For an adventure travel specialist, three projects. Agent trials with the sales team showed coalface roles need automations, not black-box AI. A ChatGPT app prototype, built in two weeks, showed the app channel wouldn't solve discovery; that finding redirected investment into the third project, an AI discovery agent on the company's own website, working in three weeks and now in rollout. Trained and handed over to their dev team. For an EV mapping platform, ran agent experiments with management leads across all teams and trained their in-house prompt engineer, who now owns the day-to-day agentic work. Publishing open-source plugins that cover gaps in current agent tooling (github.com/exfu).

Stack: Claude Code/Cowork, ChatGPT Apps SDK, MCP, Anthropic API, OpenAI API, Google Gemini API, NotebookLM

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

LLM-powered mental wellness app. Built agentic harnesses and orchestration frameworks from scratch, before off-the-shelf options existed, so I know what today's frameworks are doing under the hood. Conversational coaching shaped by psychotherapy training. Deep work in multi-actor prompt design, context engineering, agent psychology. Agentic systems, MCP, memory architectures, Flutter. Raised £235k across Bethnal Green Ventures, angel investment, and InnovateUK and WECA grants. Soft-launched 2024; independent impact assessment showed positive user impact. Product development, go-to-market, hiring.

Stack: Google ADK, Genkit, Google AI Labs, Flutter, Dart, Firebase, GCP, TypeScript, Docker, Slack

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

Own consultancy vehicle. Technical leadership and full-stack dev for early-stage ventures; several of the roles below were engagements through this period. Architecture, prototypes, production builds. Concurrently retrained as a psychotherapist (2016–2021).

Chief Technologist, Levell Holdings Ltd (2020)

Employee experience SaaS platform. Technical strategy, core API, Flutter.

Solutions Architect, SmarterMicrogrid (2016–2021)

Renewable energy IoT platform. Cloud and edge microservices, data platforms, UIs, integrations.

Senior Developer, Brightpearl (2014–2015)

E-Commerce platform refactor.

Senior Developer, Multicom Products (2010–2011)

Server-side ML caching 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)