Kevin Leary
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PROFILE

AI-native fractional CTO with 18 years of full-stack experience. I set technical direction and deliver it with guardrailed AI agents that have built-in quality and approval checks before anything ships.

RESULTS

- Designed and built the entire online life insurance application at **SBLI** ($300M revenue), front end to ACORD XML integration with the insurer's systems. Quote to bind became fully automated and conversions rose **362%**.
- Own security, disaster recovery and compliance for **Coastal1**, Rhode Island's largest credit union, with **zero customer-impacting incidents**. Met **ITAR** requirements at **Paperless Parts** with 6 of 6 findings closed or justified.
- Built one platform at **TripAdvisor** that **24 regional teams** published to independently for **8.5 years**, on 24 country domains and one codebase.
- Designed the Laravel subscription platform at **Puck** that carries **50,000+ recurring subscribers**.
- Led engineering at **MIT Technology Review** on a headless architecture that unified two content systems and the MIT alumni subscription network, serving **2M+ monthly visitors**.
- Replaced about **$64,000 a month** of agency work at **Cred.ai** as the single technical owner of 8 web properties, a Laravel application, the BigQuery warehouse and the server-side event pipeline.

EXPERIENCE

Kevinleary.net

2008-PRESENT
Principal
Boston, MA
60+ organizations

- Independent practice. Senior technical owner for 60+ organizations, including TripAdvisor, MIT, The World Bank and regulated financial institutions.
- I now deliver with AI agents (Claude Code, OpenAI Codex CLI) that follow written rules for each codebase, and I review everything before it ships. Built an MCP server and scheduled agents to monitor client sites.

Coastal1 Credit Union

2022-PRESENT
Credit union
300 employees
Reported to CMO

- Oversee and build the entire custom web stack for Rhode Island's largest credit union.
- Integrated it with back end systems and third parties for online banking, mortgage, auto and other loan applications, wealth planning and Zelle.
- Made the case for, configured and manage their Cloudflare security stack. Wrote the disaster recovery plan and compliance documents required of a federal credit union.

Cred.ai

2021-PRESENT
Fintech startup
50 employees
Reported to CEO

- Replaced several agencies and their teams of 8 to 12 people as the one technical owner of the marketing and advertising technology stack, working with the CMO or the CTO depending on the task.
- Own 8 web properties and a Laravel application. Built the BigQuery warehouse and server-side event pipeline, and closed external security findings.

Harvard Law Review

2018-PRESENT
Education and publishing

- Build and maintain the entire custom platform for the most reputable legal publication in the United States, including purchasing and fulfillment for The Bluebook.
- A constant target for break-ins and scraping, so I run bot and attack protection across the whole stack with Cloudflare. Raised accessibility from under 70% to 99%.

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Puck

2024-2025
Media
60 employees
Reported to Director of Revenue Operations

- With the internal team, architected and built the Laravel back end that moved subscriptions and commerce off a legacy CMS onto a platform built for scale.
- Built AI narration in production. Each author records about an hour of audio once, and a player in every article reads it to subscribers in that author's voice.
- With the data team, improved revenue reporting and the referral system that pays authors per subscriber. Implemented GDPR and US consent compliance.

SBLI

2015-2024
Life insurance
$300M revenue
300 employees
Reported to CMO

- Owned the online life insurance application. Designed the flow and built the entire Angular front end and back end.
- Worked with IT engineering to integrate it with their systems through ACORD XML.
- With the CMO, set up Segment for all tracking and advertising optimization, then made the case for and implemented offline conversion events.

TripAdvisor

2015-2024
Travel
$1.8B revenue
3,000 employees
Reported to Senior Director of Marketing

- Hired to build the corporate blog. The role grew into architecting a custom, minimal localization system for 24 locales, each on its own country domain.
- The 24 teams write their own content instead of translating, all on one codebase.
- Connected it to the TripAdvisor APIs so articles use the same data as the main site. Added Google Analytics with BigQuery and taught teams to plan content from the data.

MIT Technology Review

2014-2019
Engineering lead
Media
100 employees

- Hired as engineering lead to architect, scope and fully implement a headless CMS for technologyreview.com, a novel approach at the time.
- Combined Drupal and WordPress back ends behind one front end and integrated the MIT alumni network for subscriptions. 2M+ monthly visitors and a 100+ year archive.

Also: The World Bank (480+ reports to 180 countries from one publishing system), Paperless Parts (ITAR data requirements), MIT Sloan Management Review, Northstar Travel Group, NetBrain, Fab Foundation, Recon Analytics.

EXPERTISE

AI-native delivery: Claude Code and OpenAI Codex CLI agents for build, testing, audits and reporting, written rules for each codebase, MCP servers, scheduled agents, my own review before anything ships

Leadership: technology roadmap, build vs buy, deciding where AI is worth using, vendor and agency selection, technical audits and due diligence, plain-language reporting to executives

Platform & integration: architecture, integration with legacy and core systems (ACORD XML, banking and loan platforms, third-party APIs), platform migration, technical debt reduction, cloud and hosting cost, CI/CD

Security & compliance: security audits, disaster recovery, ITAR, GDPR and consent, PCI, bot defense

Data: data warehouses, server-side event pipelines, attribution, LLM applications

Stack: Laravel, PHP, Angular, Vue, Next.js, Node, Google Cloud, BigQuery, Cloudflare, Stripe, Segment

ACHIEVEMENTS

- Certified Google Cloud data analytics partner
- Open source contributor: OpenAI Codex CLI, WP-CLI, Query Monitor
- Author at Smashing Magazine, CSS-Tricks, The New Stack + SitePoint
- Book editor for Packt
- Top 1% problem solver at Stack Overflow

EDUCATION

B.S. in Interaction Design, Champlain College, 2004-2008