

Michael Hurley

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Generalist operator and builder: frontend development, automation systems, enterprise GTM. Founding team at KEATH.ai (\$50M valuation) — built the product, closed the deals, ran the fundraise, negotiated with governments.

Professional Experience

ELO AI | Founder

August 2025 – Present | AI research platform surfacing LLM disagreements to identify knowledge frontiers

- Built product to beta with 200+ waitlist users and 12 PhD researchers testing; secured 3 PI advisors
- Led investor outreach to late-stage discussions; designed product architecture and GTM strategy

KEATH.ai | Founding Team – UX Architect & Frontend Developer

October 2023 - Present | AI assessment platform, 25+ university partners globally, \$50M valuation

Deployed across product, engineering, sales, and operations as the team's generalist problem-solver.

- Built entire frontend from scratch; sole developer on customer-facing product; designed all UI/UX flows
- Developed bespoke CRM for sales pipeline and customer lifecycle; created automation systems and quote generators
- Upskilled internal dev team on AI-augmented development workflows, accelerating product velocity
- Took hundreds of enterprise sales calls; closed institutional deals; generated 100+ leads personally at BETT
- Managed complete due diligence; built entire data room; closed round establishing \$50M valuation
- Negotiated national rollout with El Salvador Ministry of Education
- Press in Business Insider (×2), FE News, PIE News; created all promotional video content

Consulting & Freelance

May 2023 - Present | Deployed into early-stage companies to build systems and solve bottleneck problems

The Turing Learning Initiative for AI Proficiency — Automated business operations and revamped UI, Website and Brand. Upskilled dev team on AI tooling/workflows. Developed course content for AI proficiency exam drawing on applied AI expertise.

Fajj (Saudi Arabia) — Connected Saudi hotels with Umrah agents; structured wholesale deals and partnerships; made outreach system that qualified and found warm leads.

YK Pao School (Shanghai) — Built curriculum-aware AI tutors deployed to students with custom assessment workflows.

Early-stage product builds — Built authenticated MVP (frontend + backend) for corporate trainer marketplace including AI assessment systems. Developed AI tutoring system with quiz workflows for edtech LMS and negotiated governmental deployment.

Other clients — AI chatbots, automation systems, and web development for SMEs.

Education

BSc (Hons) Media Communications | Cardiff University | 2:1 | 2021–2024

Skills

Technical: Frontend, React, UI/UX, Design, Figma, Automation (Zapier/Make), CRM dev, Video editing, Photoshop

AI: Expert-level proficiency in Claude, OpenAI, Gemini, Prompt engineering, Professional image generation, AI workflow design, team upskilling

Commercial: Enterprise sales, GTM, government relations, investor relations, pitch materials, copywriting, PR, events

Other

Top 0.02% chess player (Chess.com) | Chair, Cardiff Chess Society (250+ members) | Kilimanjaro summit (£4k raised for Amnesty international)