ROBERT LAIR

AI Strategist & Technology Advisor

Helping Small and Midsize Businesses Connect Business Goals, People & Technology

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AI strategist, technology advisor, and software entrepreneur with more than three decades of experience bridging business vision and technical execution. Built **IBuySpy before ASP.NET's public release**, learning the technology entirely from Microsoft's individual development specifications. Worked alongside Scott Guthrie on the demo application Bill Gates used onstage to introduce ASP.NET to the development community. That work launched a career encompassing six technical books, conference speaking, and roles from developer to VP of Software Development, CTO, and CEO. Today, helps small and midsize businesses identify practical AI opportunities, shape product vision, and turn business goals into actionable plans and clear direction for development teams.

ADVISORY SERVICES

AI strategy: Opportunity assessments, adoption roadmaps, and tool and platform selection.
Implementation guidance: Workflow automation, custom AI development, product strategy, and solution architecture.
People and adoption: Team training, ongoing advisory, and alignment between business leaders and technical teams.

TECHNICAL FOUNDATION

Product design: Gamification, personalized experiences, and engagement systems.
AI platforms: Extensive use of ChatGPT, Claude, Grok, and Gemini; Meshy for AI-generated 3D content.
AI development: OpenAI API, LangChain, Hugging Face, ElevenLabs, local language models, OCR; Pinecone and Weaviate vector databases.
Web APIs: Architecture and development with ASP.NET Web API and Python FastAPI.
Development: C#, Python, JavaScript/TypeScript, .NET, Node.js, React/React Native, Angular, SQL, Firebase/Firestore, Unity, Ionic, iOS/Swift.
Cloud and delivery: Azure, AWS, Google Cloud, Docker, Git, Agile/Scrum, Jira, Azure DevOps.

"AI is a wave that will reshape how businesses work. I help business leaders learn to surf it - so they can move forward with confidence instead of getting caught in the undertow."

AI STRATEGY AND PRODUCT LEADERSHIP

LifeQuest | Owner, AI Strategist & Technology Advisor

2025-Present | Remote

- Launched an AI advisory practice for small and midsize businesses, drawing on technology strategy and product development experience within owned and partner ventures. Works directly with business leaders to connect practical needs with implementation decisions.
- Designed and developed **Folioquay**, a working Windows application prototype using local language models and OCR to classify, rename, and file sensitive documents without sending their contents to cloud services. Built watched-folder processing, configurable rules, account recognition, human review controls, and original-document preservation; added exact-duplicate detection before OCR and AI inference to avoid redundant processing.

NeuralDev | Owner, AI Solution Integration Architect

2023-2025 | Remote

- Developed **Meletao**, a working AI-powered mobile application prototype for personalized, voice-guided meditation, combining AI-generated experiences with voice delivery.
- Developed **Grokadoc**, a working AI-assisted project management prototype organized around project documentation. Designed the product to help team members across roles collaborate around a shared source of truth and keep project artifacts together.
- Evaluated technologies against product and business goals, guided application architecture, and managed remote development teams and vendor relationships.

HeartFITT, LLC | CTO / Co-Founder

2025-Present | Remote

- Co-defined the HeartHero product vision and led technology strategy, product development, and the entire technical team. Worked with founders, investors, fitness professionals, and customers to translate business objectives into product direction.
- Designed the strategy and architecture for an **AI-powered Experience Engine** to dynamically personalize workouts, challenges, coaching, and user experiences using real-time heart-rate data, performance history, fitness goals, and user behavior.
- Architected **HeartHero CLUB**, a real-time multiplayer heart-rate fitness platform for gyms and group fitness. Designed and developed **HeartHero SOLO**, a consumer mobile app for personalized, gamified heart-rate training.
- Architected **HeartHero LEAGUE** to support competitive events, challenges, rankings, and connected fitness experiences. Built heart-rate algorithms, scoring systems, and workout analytics across the platform.
- Led mobile, desktop, backend API, database, and cloud engineering, including Bluetooth heart-rate monitor and wearable integrations. Directed modernization to React Native and API-based architectures, overseeing delivery through deployment and App Store distribution.

LifeQuest Studios | Owner, CEO / CTO

2014-2025 | Remote

- Founded and led a technology firm building gamification solutions for education, fitness, and nonprofits. Hired and managed a multidisciplinary team and directed the full application lifecycle from product concept and architecture through Agile delivery.
- Created **MuseumQuest**, a mobile application using gamification to engage younger visitors with existing museum exhibits. Guided technology decisions across Unity, Angular, Firestore, and Google Cloud Platform.

BUSINESS LEADERSHIP AND ENGINEERING

JJR Solutions | Consultant, Web & API Development

2019-2021 | Remote

- Architected and built **ATLAS from the ground up**, working directly with business leaders to turn their vision into the core application supporting JJR Solutions' Merit Review Support Services for the U.S. Department of Veterans Affairs.
- Shaped the platform's vision, design, architecture, and implementation for merit-review logistics and meeting-day processes. Connected stakeholder requirements with application workflows and technical delivery.
- Implemented the platform with Angular, TypeScript/JavaScript, ASP.NET Web API, token-based security, SQL Server, and Microsoft Azure.

MorphoTrust | Senior Software Developer

2014-2016 | Remote

- Worked on the Data Conversion/Parallel Operations team for driver-licensing system modernization. Collaborated with architects on migration, conversion, and bidirectional synchronization strategies.
- Built applications supporting real-time parallel operation of legacy systems and the D360 license-issuance platform during rollout to multiple offices, coordinating with distributed Agile teams.

T3 Technologies | VP of Software Development

2009-2014 | Remote

- Led development and architecture of mainframe migration tools. Managed software delivery and served as a solutions architect in customer consultations, connecting migration requirements with technical implementation.

Intensity Consulting | Solution Architect / Independent Contractor

2007-2009 | Remote

- Contracted by Microsoft to build an open-source SharePoint JES report viewer that retrieved mainframe reports through FTP, converted them to XPS, and published them to SharePoint.
- Modernized Dryco's estimation system across ASP.NET, SQL Server, reporting, and CRM; integrated Bullhorn job listings into a recruiting company's website.

Intensity Software | Owner / CEO

2001-2007 | Remote

- Led product development, sales, and commercial negotiations. Delivered Dryco's web-based estimation system and led development of a commercial materials cost management application for Dynamic Purchasing Systems.
- Led creation of **KICKS for .NET** for CICS-to-ASP.NET migration; built Unisys application and screen conversion tools for Washington State's Department of Licensing. Negotiated a Fujitsu distribution agreement for NetKicks.

Vertigo Software | Software Developer

1999-2001 | Remote

- Developed **IBuySpy** in C# and VB.NET and the **BikesDotNet** sample application for Microsoft demonstrations, including presentations by Bill Gates. Translated emerging platform specifications into working examples for developers.
- Designed SQL Server databases and led design and load testing for Windows DNA and .NET web applications, including the initial version of **OpenTable.com**.

The Sant Corporation | Senior Programmer

1996-1999 | Cincinnati, OH

Led development of the company's flagship application in Visual Basic 5.0.

PUBLICATIONS AND TECHNICAL REVIEWS

Books

- **Pure ASP.NET: A Code-Intensive Premium Reference**
  Robert Lair and Jason Lefebvre. Sams Publishing, 2001. Author.
- **ASP.NET for Developers**
  Michael Amundsen and Paul Litwin. Sams Publishing, 2001. Co-author.
- **Beginning Silverlight 2**
  Robert Lair. Apress, 2008. Author.

- **Beginning Silverlight 3**
  Robert Lair. Apress, 2009. Author.
- **Beginning Silverlight 4 in C#**
  Robert Lair. Apress, 2010. Author.
- **Beginning Silverlight 5 in C#**
  Robert Lair. Apress, 2012. Author.

Technical Reviews

Technical reviewer for the following Apress titles:

- **Pro ASP.NET 1.1 in C#: From Professional to Expert**
  Matthew MacDonald, 2004.
- **Expert ASP.NET 2.0 Advanced Application Design**
  Dominic Selly, Tom Barnaby, and Andrew Troelsen, 2005.
- **Pro ASP.NET 2.0 in C# 2005**
  Matthew MacDonald and Mario Szpuszta, 2005.
- **Beginning Visual C# 2005 Express Edition: From Novice to Professional**
  Heather Wright, 2006.
- **Game Programming with Unity and C#: A Complete Beginner's Guide**
  Casey Hardman, 2020.

Magazine Articles

By Robert Lair; co-authored articles with Jason Lefebvre are noted below.

- **Service Station: Fill'er Up With Web Services.** ASP.NET Pro, March 2002.
- **Service Station: Weighing the Pros and the Cons.** ASP.NET Pro, May 2002.
- **A Look at the IBuySpy Demos.** .NET Developer Magazine, August 2001.
- **Access Contacts Over the Web.** Visual Studio Magazine, January 2002.
- **Provide Custom Hierarchical URLs.** Visual Studio Magazine, February 2002.
- **Leverage the Authentication and Form Validation Features of ASP.NET to Bolster your Commerce App.** MSDN Magazine, August 2002; with Jason Lefebvre.
- **Extending the AdRotator Control.** Visual Studio Magazine, February 2002.
- **Streamline Your Site with Validators.** Visual C++ Developers Journal, January 2001; with Jason Lefebvre.
- **Build Web Commerce Apps with C#.** Visual C++ Developers Journal, November 2000; with Jason Lefebvre.

Published a series of articles for Visual C++ Developer's Journal, 2000-2003.

Conference Speaking

CodeMash, CodeStock, ASP.NET Developers Conference, and StirTrek.

EDUCATION

Wright State University
Computer Science studies; completed coursework toward a business minor. Left a few courses short of the bachelor's degree to focus on ASP.NET development work with Vertigo Software for Microsoft. Degree not completed.