

I make your knowledge AI-ready: accurate, current, and still sounding like you.

THE PROBLEM

You know the symptoms. A help center that contradicts itself. Nobody sure which version is current. An AI pilot that demoed beautifully and underperforms in production.

Point AI at your knowledge and two things break. **It goes wrong:** agents can't tell current from outdated, so they state stale fragments as fact. Air Canada was held in court to a refund policy its chatbot invented. **It goes generic:** your docs, your training and your agent's answers start sounding like everyone else's.

Your knowledge is where your culture lives.

BUILT AND SHIPPED replit.com/help

Replit's help center. I designed it, built it and shipped it, backend included. It rebuilds and republishes itself every night from a maintained source of truth. Go look at it.

WHAT I DO

Small bet first: prototype, pilot, then scale on the evidence. I work inside the stack you already have.

AI Knowledge Readiness Audit 3–4 WEEKS

What's stale, what contradicts itself, what's producing your agent's worst answers. Findings, a plan, and an architecture that keeps it from rotting again.

Knowledge Architecture Build 8–12 WEEKS

Restructure for machine retrieval and human learning at once, built so your voice survives automation.

Fractional Head of Learning & Knowledge ONGOING

Senior leadership for companies that need the function, not the headcount.

WHY ME

Most people who understand knowledge can't build the systems. Most people who can build them don't understand how anyone learns. I have done both for more than 20 years, and been early to every wave: digital learning, micro-learning, machine learning in content operations, AI-native systems now.

Working in AI now

Built the Learning & Knowledge function at Replit. Still shipping production apps with AI tooling myself.

It pays for itself

\$10M a month in support cost reduction at Microsoft, where the Office Training Center served 330M monthly learners.

Your voice, not a template

The same problems recur across the Fortune 500. I find the pattern fast, then build for what makes you different.

Repeatable, and lean

Built the function from scratch four times, always on a cost-center budget.

Bill Gates Training Visionary Award · Forbes contributor · LinkedIn Learning author · MBA, University of Washington

Start with an audit. Three weeks, and you'll know where you stand.

markprotus@gmail.com