

Gianni Candido

AI Adoption & Enablement Consultant • Independent, SMB-focused

Brussels area, Belgium • French, English, Italian • gianni.candido.org

Available for workshops, advisory sprints and fractional mandates (on-site Brussels or remote)



PROFILE

I help SMB owners and operators decide where AI actually creates value in their business, then get their teams to adopt it — with a vendor-neutral, open-source-first approach that avoids enterprise licensing costs. My career started inside enterprise BI at Deloitte and two consultancies, where my main job was training client end-users on new systems. Since then I have rebuilt my skills and livelihood through four successive technology shifts — enterprise data, the open web, mobile apps and now AI — as an independent builder who owned every function of every venture, from product to brand to delivery. For the past three years I have worked hands-on with AI daily: LLM workflows and agents, generative-image pipelines, and an AI-assisted B2B strategy platform I designed and built myself.

HOW I WORK WITH CLIENTS

AI Adoption Workshop	1-day <i>Decide</i> or 3-day <i>Decide & Equip</i> : identify and score high-value use cases, agree on guardrails, equip the team to start.
AI Adoption Sprint	30/60/90-day structured rollout: use-case selection, ROI case, governance, training and measured results.
Fractional AI Lead	Part-time ownership of the AI-adoption agenda for SMBs without an in-house AI function.

CORE SKILLS

AI adoption	Use-case identification & scoring (value, feasibility, risk), ROI and business cases, KPI design, post-launch measurement
Governance	AI usage policies, risk appetite, compliance checklists for SMBs; least-privilege configuration of AI agents
Change & training	End-user training (enterprise BI to AI tools), ADKAR-based adoption planning, 1:1 coaching through professional transition
Hands-on AI	LLM-based workflows and agents, prompt and pipeline design, generative-image production, AI-assisted research and writing
Build & stack	React, Supabase, Vercel, WooCommerce, PHP; self-hosted Linux servers and open-source alternatives to proprietary vendor stacks

SELECTED ENGAGEMENTS (CLIENTS ANONYMISED)

- **Career repositioning with AI tools** — trained a professional to use AI tools and a structured method to reposition herself; she landed a new role within three months.
- **B2C-to-B2B strategic transition** — paid strategy document for an independent business owner: asset assessment, B2B offer design and go-to-market plan.
- **Strategic pivot report, AI document-processing startup** — 32-page analysis of positioning, market options and a pivot roadmap.
- **AI-personalised outreach programme, B2B SaaS company** — 8-week managed service: four conversion and reactivation campaigns (~1,000 targets each) with LLM-personalised 1:1 emails, run on infrastructure I built.

EXPERIENCE

Founder — Omega Praxis

Feb 2025 – present

AI-assisted strategy platform and advisory practice for SMB founders and operators • omegapraxis.com

- Designed and built the **Strategy Operating System**, an AI-assisted platform structured around four pillars (Branding, Marketing, Sales, Partnerships) and my **GROW** methodology (Ground, Roadmap, Operate, Watch); live and demoable, used in discovery sessions with prospective clients.
- Built the **Client Acquisition Engine**, an LLM-powered lead sourcing, enrichment and personalised outreach system; onboarded its first beta client.

- Built an **AI transformation engagement tool** covering use-case scoring, governance policies, KPI tracking and check-ins, with a user guide grounded in ADKAR and a scale-or-kill decision framework.
- Publish a practitioner playbook series on AI adoption (30/60/90-day sprint, use-case analysis, ROI, governance & compliance) at gianni.candido.org.

Founder & developer — AI product ventures

2024

GuruCat · Posterprints.art · Wirestock

- **GuruCat**: designed and developed a wellness/mindfulness mobile app with AI-assisted content (image recognition, AI-drafted copy reworked by hand) and self-recorded guided audio; took it through full beta, then held the public launch to pivot to B2B work.
- **Posterprints.art**: turned the same generative-image pipeline into a WooCommerce print-on-demand store — 29 curated collections, 600+ SKUs, payments and image-rights policy; parallel stock-licensing portfolio on Wirestock.

Independent ventures — creative, service and coaching practices

2003 – 2024

Self-employed, Brussels · full ownership of product, brand, marketing, sales and delivery

- **Soins Omega**: 10 years (part-time) of 1:1 coaching for people at professional turning points — assessing their assets and integrating new ways of thinking before they launch a new activity. The methodological origin of my adoption approach.
- **Photography**: two distinct brands — Lensography (corporate imagery) and Soulful Moments Photography (weddings and portraits, Belgium and Luxembourg, 15+ years).
- **Fine art**: visual artist and poet; exhibited in Venice, Luxembourg and Brussels; published books of poetry and visual art.
- **Artmove.com** (2003–2005): founded a non-profit association (ASBL) to run it and built its PHP web platform, giving art and antiques dealers a managed web presence before WordPress existed.

PHP Developer & Web Architect (independent mandate)

Early 2000s · 2 years

Qatari telecom operator · corporate website content-management system

- Designed the architecture and developed a custom, fully modular PHP content-management system covering every section of the operator's corporate website.
- Shipped new modules on a regular release cycle over a dedicated two-year engagement, extending CMS coverage section by section.
- Built for Arabic-language content, solving right-to-left layout and display constraints.

Business Intelligence Consultant

Late 1990s – early 2000s · 5 years

Case Consult (acquired by USWeb/CKS, then marchFIRST) · Norkom Technologies · Deloitte Consulting

- Deployed SAP BusinessObjects and data-warehousing reporting solutions for enterprise clients; chosen for client-facing delivery and **end-user training** on the strength of my communication skills, with international training assignments in Belgium, France and the UK.
- **Case Consult → USWeb/CKS → marchFIRST**: in the BI department, delivered BusinessObjects implementations and training, and helped build the Web BI offer and department, bringing data analysis to the emerging web environment. The department was closed after the second takeover, by marchFIRST, a flagship of the dot-com boom that went bankrupt a year later.
- **Norkom Technologies** (data-mining and data-warehousing company): in charge of reporting solution implementations on data warehouses and Siebel CRM, and of customer training.

EDUCATION & CERTIFICATIONS

- **Université Libre de Bruxelles (ULB)** — degrees in Journalism and in Cinema
- **SAP Business Warehouse** — Certified (2018) · **Cisco CCNA** — Certified
- **HubSpot Academy** — Inbound, Inbound Sales, Sales Software (2018)
- **LinkedIn** — Social Selling (2018) · **DigitalMarketer** — Certified Email Marketing Specialist (2017)

LANGUAGES

French · English · Italian (good understanding, basic speaking)