

WAIHURA BRYAN GITONGA

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PROFESSIONAL SUMMARY

Software builder and B2B systems entrepreneur with a Computer Science degree, hands-on experience delivering ERP, CRM, and business management systems for SME and enterprise clients — including Safaricom-affiliated and international engagements — and a proven track record across the full growth stack: paid acquisition (Meta Ads, Google Ads), technical SEO, and cold outbound (email, SMS, calling). Co-founder of Greatzern Software Solutions, building and deploying a portfolio of 11+ proprietary business software products. Winner, Kenya DevFest Hackathon 2024 (1st place, KES 250,000 prize) for an autonomous AI agent that runs Google and Meta ad campaigns end-to-end. Track record of closing 9 software asset transactions worth over \$10,000 combined, applying practical valuation and negotiation skill. Sustained leadership record across six organizations spanning university and secondary school.

CORE SKILLS

Technical: Full-stack development (Next.js, Laravel, Flutter, React); system architecture and debugging; ERP/business management systems design (200+ module product); automation logic configuration; self-hosted deployment infrastructure (Dokploy, Traefik, CrowdSec).

Paid Acquisition: Meta Ads (campaign architecture, audience/lookalike/exclusion targeting, budget and bid strategy, creative testing, pixel/Conversions API tracking, attribution); Google Ads (keyword strategy, Search/Display/Performance Max, quality score, conversion tracking).

Growth & Outbound: Technical SEO, keyword research, backlink building; cold email, cold SMS, cold DM, and cold calling campaign design; lead sourcing and scraping (Apollo, ZoomInfo); email deliverability, sequencing, and nurture automation; organic content and distribution (YouTube, Instagram, TikTok, blogging).

Business & Commercial: Business and SaaS valuation, private equity fundamentals, valuation arbitrage; B2B sales cycles and enterprise/SME buyer psychology; business acquisition, growth, monetization, and exit.

PROFESSIONAL EXPERIENCE

Co-Founder | Greatzern Software Solutions

Sept 2025 – Present

- Co-founded a managed software implementation and configuration agency, assembling open-source tools into unified business operating systems for SME and enterprise clients, deployed on client-owned infrastructure with monthly retainer maintenance contracts.
- Pivoted the business model in June 2026 from custom software development to business management system implementation after identifying it as the more defensible, retainer-based revenue model — a deliberate strategic repositioning based on client demand patterns.
- Built and maintain a portfolio of 11 proprietary software products spanning ERP, CRM, real estate, e-commerce, email infrastructure, and social automation (see Projects).
- Delivered a full ERP system for a school-administration client (KEMSAP/Aloha Africa) in a 4-month build, KES 350,000 contract value across staged milestones.
- Own full-stack development, system architecture, client-facing solutioning and demos, and go-to-market/lead generation for the agency.

Founder | Greatzer Mail Agency

2024

- Founded and ran a B2B cold-outreach agency delivering cold email, cold SMS, cold DM, and cold calling campaigns for clients.
- Built the full outreach technology stack: lead sourcing/scraping (Apollo, ZoomInfo), email list building and deliverability management, multi-step sequencing and nurture campaigns, and outcome-based automation routing.
- Built, bought, and sold cold email platforms as both resale products and internal agency infrastructure — including an Instantly-style sending engine sold for \$2,500.

Founder | Naiweb (Digital Marketing Agency)

2022 – 2025

- Founded and ran a full-service marketing agency for 3 years, delivering web design and development (~20 client websites), Meta/Google Ads management, technical SEO, and growth advisory to SME clients.
- Diagnosed and tailored channel mix (paid, organic, outbound) per client based on business type and goals rather than applying a standardized service package.
- Operated the agency in parallel with a full-time Computer Science degree for the first 2.5 years.

Founder | Naishop (E-Commerce)

Jan 2025 – Oct 2025

- Founded and ran a sourcing/arbitrage e-commerce business, applying valuation-arbitrage principles to identify and resell undervalued physical products.

- Diagnosed a structural last-mile logistics constraint in the Kenyan delivery market as the binding limitation on the model and made a clean, timely decision to wind the business down rather than continue absorbing losses.

Contracted Developer | Safaricom / TVA (Timson Virtual Academy International) *Feb 2025 – Apr 2025*

- Engaged via an outsourcing arrangement connected to a Safaricom partnership; designed and built a Learning Management System to specification.

ERP Implementation (Industrial Attachment) | Jomo Tech Engineering *2023*

- Completed an industrial attachment at a fabrication and construction-works company serving Isuzu, Sinotruck, and Mitsubishi; designed and implemented an internal ERP system.

Founder | Dating App & Website *2022*

- Independently built and launched a mobile app and companion website while at university, growing it to significant user traction before a school-administration policy conflict (use of a university email for marketing) curtailed the project.

Serial Builder & Digital Asset Investor | Flippa *2023 – Present*

- Operate a build-grow-monetize-exit cycle on small software/SaaS businesses: build to a working, demonstrable state, drive real usage/revenue traction, then sell the proven asset.
- Closed 9 business transactions to date for over \$10,000 in combined realized value, including a ManyChat-style automation platform (\$3,500), an Instantly-style cold email engine (\$2,500), and an ERP SaaS product (\$4,000).
- Also provide paid advisory on digital asset acquisitions and exits, applying valuation-arbitrage judgment to identify underpriced assets.

PROJECTS — GREATZERN PRODUCT PORTFOLIO

Greatr ERP — flagship ERP system with 200+ modules covering CRM, payroll, attendance, and e-commerce. | Adhome — house-hunting and house-selling real estate marketplace. | Mailfra — cold email SaaS/infrastructure (also listed on Acquire.com). | Greatr Cali — scheduling and booking management tool. | Greatr Shop — e-commerce/retail business management system. | Greatr Mail — email platform and tooling. | Yazzil — social media DM automation platform. | Greatr CRM — customer relationship management system. | Wapiagent — unified WhatsApp/email mailbox with AI-powered automations. | Postiz — social media post scheduling tool.

ACHIEVEMENTS

- Winner (1st place), Kenya DevFest Hackathon 2024, Mt Kenya Hub — KES 250,000 prize. Built an autonomous AI marketing agent that independently develops, launches, and iteratively optimizes Google and Meta ad campaigns end-to-end, including creative generation, competitive analysis, audience targeting, and performance-based iteration.

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

- Elected Student Leader and Captain, Sansiro Football Club — Dedan Kimathi University (2020–2024).
- Member, Student Leadership Council, Dedan Kimathi University of Technology (2022–2023).
- Member, Rotaract Club (2021–2024) and Google Developers Club (2021–2024) — sustained 3+ year involvement in both, run in parallel with two active businesses.
- Member, Toastmasters (2023–2024) — deliberately developed public speaking and structured communication skills.
- Member, KWS Club (2022–2023).
- Stunt (Student) Leader and Dorm Governor, Michuki Dormitory — Mang'u High School (2016–2019).

EDUCATION

BSc Computer Science and Communication Skills, Dedan Kimathi University of Technology *Dec 2024*

Second Class Lower Division