

SERGEI SAMSONOV

Engineering Leadership | Founder | Applied AI

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PROFILE

Engineering leader and founder with 16+ years in software development. Lead product direction, architecture, hiring and delivery at Smotion; provide technical leadership for IPG's content distribution platform. Combine team coordination and business judgment with hands-on engineering, legacy modernization and AI systems used in daily operations.

LEADERSHIP EXPERIENCE

Smotion | Founder | Jun 2020 - Present

- Own and run a software studio with approximately \$200,000 in annual revenue. Have managed up to 10 direct reports. Lead client negotiations, hiring, product direction and delivery, and carry the commercial risk.
- Lead Clubium, a branded community-app platform with three paying clients and 10,000+ cumulative users across client apps over three years. Client app launches take 2-10 days on the shared Flutter and Node.js platform.
- Guide delivery across mobile and web projects including PECOM, Tvelly, WeCharge and Gynto Club. Personally contributed to native iOS/Android development for PECOM and the Go backend for WeCharge.
- Built shlang, a language-learning startup. When monetization did not succeed, retained the team and shifted the business to outsourced development. Introduced AI agents into delivery workflows.

Independent Publishers Group | Aug 2016 - Present

Principal Software Engineer, Mar 2022 - Present

Senior Software Engineer, Aug 2016 - Mar 2022

- Responsible for platform architecture, reliability and integrations in a team serving more than 2,600 publishers and imprints and 90 retailers.
- Provide technical planning, code review, critical implementation and developer mentoring. The current development team comprises four engineers.
- Helped expand the team's remit from eBook distribution to physical-book operations, including print-on-demand, orders, inventory and metadata.
- Co-designed the team's AI development harness, connecting agents with distinct roles to issue tracking, repositories, CI/CD and internal systems.

SELECTED APPLIED AI AND PLATFORM WORK

Support operations with a Freshdesk AI agent

Co-designed the architecture and integrations of a RAG-based support agent with read-only access to business systems. In September 2026 it generated staff-reviewed internal notes for 40-60 tickets a day. The workflow grounded proposed answers in order and product data and kept staff responsible for customer responses.

Book metadata and catalog automation

Developed enrichment workflows covering more than 30,000 titles, including keywords, classifications and descriptions. Developed an internal Docker-hosted PDF catalog generator.

Modernization and integration at IPG

Contributed to Kafka and SQL Server change-data-capture integrations, Azure QA environments and infrastructure migration planning. Balanced delivery of new workflows with maintenance of an established distribution platform.

EARLIER EXPERIENCE

INscribe Digital | Senior Software Engineer | Nov 2013 - Jul 2016

Developed digital content distribution and partner services. Built CI/CD with TeamCity, Octopus, MSBuild and PowerShell; implemented database replication, backups and retention policies. Investigated CPU and memory issues in desktop applications and IIS services.

OpenTrade Commerce (formerly OpenTao) | .NET Back-end Developer | Dec 2011 - Nov 2013

Contributed to service-oriented architecture and Taobao, translation and payment integrations. Built monitoring and statistical components and worked on automated testing and deployment.

DosLab | .NET Developer | Sep 2011 - Dec 2011

Developed micro-loan and credit software using C#, ASP.NET MVC and Silverlight.

Astrakhan State Technical University | .NET Developer | Jan 2010 - Dec 2011

Developed educational administration software; became lead developer in April 2011. Built systems for academic records and administrative documents.

TECHNICAL FOUNDATION

C#/.NET, Python, SQL Server, PostgreSQL, React, Angular, Flutter/Dart and native mobile development. Azure, Docker, Kubernetes, Kafka, RabbitMQ and CI/CD. Applied AI: LLM integration, RAG, agent orchestration, evaluation and operational controls.

EDUCATION AND LANGUAGES

Specialist degree in Computer Science, Astrakhan State Technical University, June 2012. English: full professional proficiency. Russian: native. Spanish: A2.