Boris (Baruch) Kogan

AI Automation Consultant · Helping small and mid-size businesses rebuild their workflows
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WHAT I DO

I build smart, automatic processes to streamline your business's workflows with AI, keeping you in the loop and saving you time. My background is in software engineering, integrations and operations management. I've managed everything from software development to infrastructure projects to missions in Iraq and Afghanistan.

HOW IT WORKS

1. I help you decide which business processes you can save time and money by automating.
2. I build the automations and their monitoring and management infrastructure.
3. I train your team in operating the new system.
4. We run, monitor and improve as needed.

SOME EXAMPLES OF MY WORK

- **AI sales agent.** Finds leads across several sites, including ones with no API, screens each one against the ideal customer, drafts tailored outreach and waits for a person to approve before anything sends. I use it every day.
- **Document intake.** Turns PDFs, scans and forms into checked data, with accuracy measured against known answers instead of assumed, and a person reviewing exceptions.
- **Customer-service assistants.** Answer routine customer questions in the business's own voice and hand anything sensitive or unusual to the owner for approval.
- **Platform rescue.** For a company whose developer had left, reviewed the live system, found critical security holes, closed the most urgent ones in a single day and wrote the runbook the owner can rerun.
- **Support automation at a bank.** At Cross River Bank, automation and monitoring that cut support load by about 75%, so the team served more clients with the same headcount.

WHERE THIS HELPS MOST

Accounting and bookkeeping firms, staffing and recruiting agencies, moving and storage companies, freight brokers, property managers, insurance agencies: businesses where skilled people spend hours on intake, chasing, copying and quoting.

BACKGROUND

3Labs · Technical Lead

Nov 2025 – Present · New York (remote)

- Lead a team of four developers building AI and data systems: customer support, document processing, CRM integration and analytics.

Groundtruth · Founder

2025 – Present

- Built alone, end to end, a live verification platform: web and mobile apps, an AI image checking pipeline, location-based alerts and online payments.

Cross River Bank · Integration Support Team Lead

2019 – 2025 · Jerusalem, Israel

- Led the team that helped hundreds of business customers, from early-stage startups to unicorns, integrate with the bank's platform.
- Built automation tools that sped up customer onboarding and cut support load by about 75%.
- Helped launch a PPP loan product in one week that moved billions of dollars in loans.

Ofanym · Lead Software Developer

2023 – 2025 · Jerusalem, Israel

- Led development of an online marketplace for open-source intelligence, including video and image analysis pipelines.

Earlier engineering

2016 – 2022

- **Silverbolt**, senior engineer on a cybersecurity platform with high-volume data pipelines.
- **ATP Labs**, first engineering hire at an agtech startup: sensor, satellite and weather data pipelines feeding crop forecasts.

- **iTribe**, operations consultant: research, outreach and a map-based community platform.
- **Hadassah Academic College**, assistant lecturer teaching adult students full-stack web development.

Operations, marketing and founding

2002 – 2016

- **Bontact**, Director of Marketing: content, growth and a Product Hunt top-10 launch.
- **Talpha Tech**, co-founder and VP, Washington, DC: took a radio-technology product from idea through fundraising to a tested prototype; named inventor on two patent applications.
- **Central Asia Development Group**, Afghanistan: deputy provincial manager supervising a staff of about 20 and 3,000 to 4,000 laborers on infrastructure projects, delivered on time and within budget.
- **US Army Special Operations**, 2002 – 2010: team member and team leader, tactical signals intelligence.

EDUCATION

- **MBA, Startups and Innovation** · Technion, Israel Institute of Technology
- **BA with Honors, Central Asian Studies** · University of Washington, Seattle

LANGUAGES

English and Russian (native) · Hebrew (fluent) · Serbian, Croatian and Bosnian (professional)