

Antonios Kioksoglou

CTO and co-founder of Zalster · Professional maker

Gothenburg, Sweden ante89@gmail.com +46 70 743 09 39 [linkedin.com/in/antonios-kioksoglou](https://www.linkedin.com/in/antonios-kioksoglou)

PROFILE

CTO and co-founder of Zalster, a SaaS for optimizing Facebook ads. Software engineer by background: computer science at Chalmers, an in-house logging tag system at Ericsson, and at Let's Deal the website (frontend, backend and database) plus its marketing automation. Builds software with AI agents under strict review: a written spec first, every diff read, tests and evals as gates. Works across software, e-commerce and ad technology for Nordic retail and consumer brands.

EXPERIENCE

- **CTO and co-founder** · Zalster 2016 – Present
Gothenburg, Sweden
 - Built the product: a SaaS for optimizing Facebook ads (budgets, bids and creatives) using a Bayesian algorithm and regression analysis.
 - Worked as a consultant for different companies alongside Zalster.
- **Let's Deal** 2014 – 2016
Full-stack development and marketing automation
 - Built the website: frontend, backend and database.
 - Built the marketing automation.
- **Software engineer** · Ericsson 2013 – 2014
 - Worked on an in-house logging tag system, written in Angular, Python and Erlang.

SKILLS

AI and agents: Claude Code, sub-agents, spec-first workflow, code review, tests and evals

Software: Python, Erlang, Angular; full-stack web development (frontend, backend, databases); SaaS products, internal tools, plugins and extensions, e-commerce sites

E-commerce: Shopify, WooCommerce, Magento; integrations with payments, shipping, ERP and PIM, product feeds, search and tracking

Ad tech and marketing: Meta Marketing API, paid media (Meta, TikTok, Snapchat, Google), server-side tracking (GA4, server-side GTM), lifecycle automation (Klaviyo, HubSpot)

Data and methods: Bayesian methods, regression analysis

CERTIFICATIONS

Facebook Certified Marketing Developer, Facebook Certified Advanced Marketing Developer and Facebook Certified Advertising API Developer, 2020–2022

Meta Certified Advertising API Specialist and Meta Certified Mobile Ad Technical Specialist, 2022

EDUCATION

Chalmers University of Technology

Bachelor's degree, computer science, 2010–2016

LANGUAGES

Swedish (native), English (full professional), Greek (full professional)

INTERESTS

Football, BK Häcken