

Abiezer "Abe" Reyes

Special Projects Director

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PROFESSIONAL SUMMARY

Operations leader with 5 years building and automating business processes. At Acadio, worked directly with CEO/President taking direction on complex operational needs and delivering independent solutions they adopted going forward. Proven ability to transform manual workflows into automated systems using Claude, Python, and process design.

Prior experience managing complex financial operations at Toyota (legal compliance, technical requirements, customer interaction) plus military leadership. Force multiplier mindset: identify bottlenecks, automate, hand off. Orlando-based, hybrid-ready.

TECHNICAL SKILLS

Operations & Automation: Process Automation, Workflow Design, Data Migration, Project Leadership

AI & Tools: Claude & Claude Code, Python Automation, Salesforce CRM, Business Automation Platforms

Strategic Execution: CEO Partnership, Independent Problem-Solving, Complexity Management, Cross-functional Leadership

PROFESSIONAL EXPERIENCE

Founder & Operations Consultant | needthisdone.com | November 2023 - Present

- Run independent consulting practice: operations improvement, process automation, technical problem-solving for various clients
- Key client project (Acadio, EdTech): partnered with CEO/President on operational solutions, built Python automation for PDF conversion, data migrations, content processing - transformed weeks of manual work into hours

Operations & Finance Manager | Toyota of Orlando | 2017-2023

Three progressively responsible roles; last 2 years in Financial Services

- Personally executed 80-100 financial deals monthly while navigating legal compliance, technical requirements, and complex customer negotiations simultaneously
- Built systems and processes that made complex operations repeatable; identified and solved operational bottlenecks with simple, scalable solutions

Student Services Professional | Full Sail University | 2012-2017

Admissions Rep (3 years) to Military Department Student Liaison (2 years)

- Admissions: B2B-style outbound calling to recruit students; built relationships and persuaded prospects to commit to program
- Military Department: Maintained student motivation and engagement in high-pressure military program; coordinated with leadership and instructors to support student success

B2B Sales Representative | Quill.com | 2010-2011

- Outbound B2B calling to open new accounts; built relationships with business owners and office managers to establish ongoing customer accounts
- Met sales targets in commission-based environment; learned consultative selling and customer relationship management

Team Leader, Corporal (E-4) | U.S. Army | 1996-2001

- Led team managing medical operations; promoted for leadership and ability to execute from incomplete guidance

EDUCATION

Full Sail University (2016-2017): Web Design & Development coursework. Learned modern automation and technical problem-solving while working full-time.

BOOKS THAT SHAPE MY WORK

The Pragmatic Programmer by David Thomas & Andrew Hunt - Why I fix the small stuff before it becomes big stuff. Broken windows invite more broken windows.

Never Split the Difference by Chris Voss - Hard conversations get easier when you stop trying to win and start trying to understand.

Algorithms to Live By by Brian Christian & Tom Griffiths - Sometimes good enough now beats perfect later. Knowing when to stop optimizing is its own skill.

Seven Principles for Making Marriage Work by John Gottman - What keeps marriages together keeps teams together: fix things fast, assume good intent, stay curious about the people you work with.