

Abiezer "Abe" Reyes

Special Projects Director

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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	AI & Tools	Strategic Execution
Process Automation	Claude & Claude Code	CEO Partnership
Workflow Design	Python Automation	Independent Problem-Solving
Data Migration	Salesforce CRM	Complexity Management
Project Leadership	Business Automation Platforms	Cross-functional Leadership

Professional Experience

Founder & Operations Consultant

November 2023 - Present

needthisdone.com

- 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

2017-2023

Toyota of Orlando | 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

2012-2017

Full Sail University | Admissions Rep (3 years) → 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

2010-2011

Quill.com

- 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)

1996-2001

U.S. Army

- 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 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 Chris Voss

Hard conversations get easier when you stop trying to win and start trying to understand.

Algorithms to Live 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 John Gottman

What keeps marriages together keeps teams together: fix things fast, assume good intent, stay curious about the people you work with.