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Toronto, ON

Education

Honors Bachelor of Commerce

Nipissing University

With Distinction

Expertise

Systems Design & Implementation

Operational Architecture

Growth Strategy Development

Process Optimization

Technology Integration

Software Architecture

Web Development

User Experience Design

Business Development

Revenue Generation

Digital Marketing

Process Automation

Specializations

AI Platform Development

Health Technology

Wellness Sector Integration

Scalable System Design

Traditional-Modern Bridge Solutions

MICHELLE ACKERS

Operational Architect | Systems Designer

Profile

I see what others miss: the exact steps needed to turn meaningful visions into accessible reality. I'm not the visionary – I'm the catalyst who makes visions scalable, sustainable, and accessible. I specialize in designing operational systems that eliminate barriers between solutions and people, building growth strategies for impact-driven businesses, and creating scalable processes that maintain authenticity while expanding reach.



Work Experience

2020

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present

Independent Consultant

Operational Consultant & Systems Architect

- Build complete operational infrastructure from ground up: software architecture, tech integrations, web development, and scalable system design
- Partner with visionaries to transform meaningful ideas into accessible digital platforms and service delivery systems
- Specialize in bridging traditional practices with modern technology through custom software solutions and operational frameworks
- Design end-to-end user experiences, onboarding workflows, and technical integrations for mission-driven entrepreneurs

2023

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2025

AI-MD

Lead Operations Architect

- Co-built complete operational infrastructure for AI-powered naturopathic platform from ground up
- Architected end-to-end user experience workflows that transformed complex health assessments into intuitive digital interactions
- Designed and implemented frameworks for integrating traditional healing wisdom with modern technology platforms
- Built scalable practitioner onboarding systems and quality assurance processes

2020

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2023

SaaS Platform Development

Lead Operations Architect

- Designed comprehensive business process architecture for subscription SaaS platform generating \$22,767 revenue in 8 months
- Created multi-tier workflows spanning customer acquisition, onboarding, revenue optimization, and retention management
- Built enterprise automation systems supporting complex business logic and international payment processing across 116 transactions
- Implemented optimization frameworks with A/B testing achieving peak monthly revenue of \$6,754

2017

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2020

FitStrong Supplements LLC

Director of Growth & Revenue

- Led company growth strategy, driving revenue through marketing, sales, and affiliate partnerships
- Built and managed affiliate program
- Developed multi-channel marketing campaigns including digital advertising, email marketing, and social media
- Analyzed key performance metrics (CAC, LTV, ROAS) to inform data-driven decisions