

Jack Tyler

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WORK EXPERIENCE

Unified Stack, LLC

Founder & Data Architect Consultant

May 2025 - Present

Oakland, CA

- Founding consultant building agent-orchestrated data systems, automated workflows, and website optimization services for enterprise and local business clients.
- Built a Google MCP server and custom MCPs that create integrations faster, diagnose customer website issues in real time, and flag compliance risks automatically. Designed reusable patterns for agent-orchestrated workflows that significantly reduce manual intervention across complex business operations.
- Deliver website tagging & analytics pipeline consulting (GTM, GA4, pixel implementation, tag governance) connecting site instrumentation to downstream data warehouses and reporting infrastructure.
- Architect targeted data tools that define normalization logic and validation gates — background systems that ensure 100% data reliability before anything reaches a user or a report.
 - **Stack:** Python; Claude API; MCP Servers; Google Cloud; Snowflake; Salesforce; HTML/CSS/JS; GTM; GA4; ADA/WCAG scanning

Torani (R. Torre & Co.)

Information Technology Business Analyst

Mar. 2020 - Present

San Leandro, CA

- Global manufacturing company (\$100M+ revenue). Own the enterprise Salesforce and analytics roadmaps, leading 12+ developers and serving as the technical bridge between business strategy and scalable platform architecture.
- Integrated Salesforce with Oracle EBS, Snowflake, Tableau, Qualtrics, and Acquia Widen into a unified RevOps ecosystem — connecting systems that were never designed to talk to each other so leadership could monitor revenue in real time.
 - **Key Results:** 125+ executive dashboards and 35+ self-service reports delivered (Tableau/Salesforce). Salesforce adoption increased 25%. Duplicate records reduced 75% through data governance protocols.
- Built a GPT integration for DAM administration (8,000+ assets, 50+ users and vendors, no dedicated admin) that answers user questions, provisions access, and handles changes — eliminating the need for a full-time hire.
- Automated ERP-to-commerce product updates through PIM platforms (Syndigo, 1WorldSync). Built custom data enrichment integrations using Python scripts and Snowflake stored procedures.
- Implemented CCPA/CPRA compliance tooling across the organization. Designed and enforced data governance protocols that established Salesforce as the organization's system of record.
 - **Stack:** Salesforce (Sales Cloud, Service Cloud, Flows, Apex); Snowflake; Oracle EBS; Tableau; Python; Syndigo; 1WorldSync; Acquia Widen; Qualtrics; Osano; Amazon Vendor Central; AWS/S3

Wells Fargo

CRM Lead Data Analyst

Jul. 2019 - Mar. 2020

San Francisco, CA

- Governed Salesforce data integrity across large-scale enterprise integrations in a Fortune 500 banking environment where data errors had real regulatory and financial consequences.
- Analyzed daily trade data to identify potential compliance violations, triggering workflows for Legal and Account teams to secure critical documentation — including Third Party Credit Enhancements — before transactions could execute.
- Performed daily quality audits and root-cause analysis on CRM data. Measured the downstream impact of data changes across integrated systems to ensure nothing broke when upstream data shifted.

JTyler Consulting

Feb. 2018 - Apr. 2020

Salesforce Consultant

Oakland, CA

- Ran independent Salesforce consulting practice providing end-to-end implementation services for organizations that needed more than out-of-the-box configurations.
- Built custom Salesforce objects, Flows, and Visualforce pages, using Apex when the platform's declarative tools couldn't get the job done. Translated qualitative user research — group interviews, 1:1 sessions — into technical feature requirements that improved usability.
- Led data cleansing projects across 10+ years of historical records, designing validation rules to ensure only clean data entered the system going forward. Built analytics dashboards that uncovered program insights clients couldn't see before, directly guiding their funding decisions and measurable outcomes.

Diversity in Health Training Institute

Oct. 2015 - Jun. 2019

Healthcare Workforce Pathways Coordinator / Salesforce Admin

Oakland, CA

- Sole architect for the organization's Salesforce instance. No team, no budget for consultants — built new objects, cross-object lookups, and automations from scratch to streamline participant onboarding.
- Managed volunteer resources to validate, clean, and migrate 100% of legacy data into Salesforce, establishing the organization's first reliable system of record. Coded Wufoo form integrations and streamlined data entry for users with varied technical proficiency and English fluency.

EDUCATION

University of San Francisco

2011

Master's Degree, International Studies

San Francisco, CA

University of North Carolina at Greensboro

2009

B.A., International/Global Studies | B.A., Religion/Religious Studies

Greensboro, NC

Appalachian State University

2001

B.A., Anthropology

Boone, NC

CERTIFICATIONS, SKILLS & TECHNOLOGIES

- **Certifications:** Data Science A-Z; Linux Essentials; Fundamentals of Digital Marketing; Programming for Everybody (Python); Data Lakes for Big Data
- **Platforms:** Salesforce (Sales Cloud, Service Cloud, Account Engagement/Pardot, Flows, Apex, Visualforce); Snowflake; Oracle EBS; Tableau; Qualtrics; Acquia Widen
- **Data & Integration:** Python; SQL; Snowflake Stored Procedures; AWS/S3; SFTP; Zapier; Amazon Vendor Central; Apex; Data Governance; ETL/ELT Pipelines
- **MarTech & PIM:** Syndigo; 1WorldSync; Klaviyo; Account Engagement/Pardot; BrightEdge; PowerReviews; Drupal; Magento; WordPress
- **AI & Agentic:** MCP Servers (Google, custom); Claude API; GPT Integrations; Agent-Orchestrated Workflows; LLM-Powered Automation
- **Compliance & Analytics:** CCPA/CPRA; ADA/WCAG; GTM; GA4; Osano; Tag Governance; Pixel Implementation; Conversion Tracking
- **Web & Frontend:** HTML; CSS; JavaScript; SEO Optimization; Performance Auditing; Security Hardening; Responsive Design
- **Languages:** French (Limited Working Proficiency)