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SUMMARY

Operations executive with 10+ years tech-stacking multi-site operations (350+ locations) and building AI-powered systems that raise both the quality ceiling and speed of operational delivery. Shipped AI product to market, designed multi-API automation pipelines, and built evaluation systems with analytical depth impossible to replicate manually. Track record: 50% efficiency gains, 20%+ margin improvements, and 30+ hours/week in AI-driven productivity gains with measurably higher output quality.

CORE COMPETENCIES

AI Workflow Automation | Multi-API Orchestration | Technology Evaluation & Org-Wide Adoption | Multi-Site Operations (350+ locations) | Digital Transformation | Process Automation | Training & Development | Budget & P&L Management | Regulatory Compliance | Change Management | Stakeholder Management

AI & AUTOMATION PORTFOLIO

- **Shipped AI product end-to-end** using Claude Code, Replicate FLUX image generation, and Stripe payments
- Designed n8n workflow with Perplexity AI evaluating opportunities against an **87-point rubric**; delivers evaluation depth impossible to replicate manually, saving **17.5 hours/week**
- Built multi-API orchestration pipeline (Claude + Replicate + ElevenLabs + ffmpeg) producing marketing videos at **$0.02/video** with consistent quality at scale; saves **7.5 hours/week**
- Architected Claude Code customizations (hooks, skills, MCP integrations, cross-session memory) that compound output quality across every work session
- Designed Airtable systems with Zapier/webhook automations (including Stripe webhooks) for real-time cost tracking, metrics logging, and pipeline management

PROFESSIONAL HIGHLIGHTS

- Led transformations across automotive, fintech, hospitality, and entertainment operations, consistently delivering double-digit margin growth and major reductions in manual workload.
- Drove org-wide adoption of new tech stacks and AI tools for 350+ locations and multi-stakeholder field teams, increasing execution speed and decision quality at scale.
- Built operational infrastructures that stood up to federal audits, national program launches, and high-stakes labor negotiations, turning compliance and risk management into reliable system outputs.

RELEVANT EXPERIENCE

The Retail Performance Company (BMW Joint Venture L&D Agency) — Remote
VP of Operations — 2022 - 2024
- Evaluated, selected, and drove org-wide adoption of an integrated 5-platform tech stack (Stripe, Airtable + Zapier, Asana, Slack); replaced fragmented manual processes across the organization
- Overhauled training coordination for 350+ dealerships by building Airtable/Zapier automation workflows that cut overhead **50%**; system replicated org-wide as the standard for operational automation
- Built analytics infrastructure that enabled US Bank Card Take Rate Program and BMW's national Technician Teleservice rollout, increasing margins **20%+ through data-informed stakeholder engagement**
- Designed SOPs and data interpretation frameworks for nationwide field consulting; **10x increase in field reporting**
- Implemented Stripe as centralized payment operations platform, building audit-ready financial tracking referenced by third-party accounting firm
- **Promoted from Director of Operations to VP of Operations within first month based on technology-forward operational systems expertise**

Balance (FinTech startup)   Remote
Head of Operations & Experience   2024
- Designed and implemented feedback capture systems that produced **50% increase in customer data** on new product within 1 month; enabled product decisions grounded in real user behavior
- Led implementation of scalable, systems-driven QA processes, achieving **30% reduction in testing cycle time** within 6 months through structured workflows and strategic partnerships

LC Co Quarter Horses (Equine Sport Facility)   Remote
Head of Operations (Fractional)   2020 - 2025
- Re-engineered legacy breeding facility from manual record-keeping to integrated digital systems; modernized scheduling, animal tracking, logistics coordination, and reporting, **freeing owner bandwidth 50%** for strategic work

IATSE - Film & TV Union (Film & TV Agency)   Nationwide
Head of Business Operations   2017 - 2020
- Designed and built field rep tracking system for **6 reps across 10-30 simultaneous productions**; single system served training, EEOC/OSHA compliance, contract enforcement, analytics, and federal audit readiness simultaneously
- Introduced Slack for field rep communication and built digital coordination systems in an organization that had operated on manual processes; drove adoption across a workforce resistant to change
- Leveraged tracking system analytics to inform high-stakes negotiations, delivering first improvements to mileage reimbursement and housing allowance language in **15+ years**
- Managed **$4-5M operating budgets and 8-12 staff** across shared services, member support, benefits, IT, field operations, and accounting
- Maintained systems purpose-built for EEOC, OSHA, and federal labor board scrutiny; ensured compliance was a system output, not a reactive effort

IATSE - Film & TV Union (Film & TV Agency)
Field Operations Representative   2014 - 2017
- Promoted to Head of Business Operations based on operational systems development and stakeholder management

The Soapbox Lounge (Bar and Entertainment Venue)   Wilmington, NC
Operations Director   2012 - 2014
- Designed and implemented workflow and scheduling systems for 100+ high-profile events (the first iteration of a career-long pattern of building technology-driven operational infrastructure)
- **Implemented workflow systems increasing scheduling accuracy and team communication efficiency 40%**
- Created budget forecasting and cost controls; delivered projects on time and within budget

The Soapbox Lounge (Bar and Entertainment Venue)   Wilmington, NC
Beverage Director   2009 - 2012
- Designed and executed inventory and beverage program management systems across multiple venues, optimizing cost controls and reducing product waste by 25%
- Developed supplier relationships and negotiated purchasing agreements that improved beverage margins while maintaining premium quality standards
- Introduced data-driven menu engineering and performance tracking tools, aligning product mix with guest preferences and revenue targets