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PROFESSIONAL SUMMARY

Technical Product & Systems Leader with 20+ years of experience translating business strategy into scalable digital platforms. Proven track record defining solution architecture, shaping product direction, and leading cross-functional teams across web, API-driven, and automation-based systems. Experienced in stakeholder alignment, driving initiatives from concept through adoption at the intersection of business needs and technical delivery.

CORE STRENGTHS

- Product strategy and solution architecture definition
- Business problem framing and feature prioritization
- Cross-functional stakeholder alignment and requirements ownership
- Workflow design and automation strategy
- API-driven system integration and platform modernization
- UX flow structuring and functional interface design

PRODUCT & PLATFORM INITIATIVES

WhichMat.com — Real-Time Competition SaaS Platform :: Founder & Product Lead

- Defined product vision and roadmap for a real-time competition tracking SaaS platform serving 20,000+ registered users (2–3k MAUs)
- Architected custom API integration to normalize inconsistent tournament data feeds
- Designed queue-driven backend to support traffic spikes during major events
- Implemented sponsor-based monetization model and in-platform advertising controls

Cornell — AI-Powered Nutrition Data Platform :: Product & Systems Lead

- Designed AI-powered data ingestion pipeline to extract structured insights from multilingual PDF reports across 11 countries
- Defined interactive dashboard enabling real-time filtering, export and analysis
- Integrated natural language AI allowing non-tech users to make queries
- Eliminated manual reporting workflows through automation-first system design

AI Knowledge Retrieval Platform (RAG Architecture) :: Product & Systems Lead

- Designed retrieval-augmented generation (RAG) architecture using vector embeddings and similarity search to power AI-driven knowledge access
- Designed query flow from user input → embeddings → matching → LLM responses
- Delivered AI interface enabling real-time answers from domain-specific content

Warehouse Operations & Inventory Platform :: Product & Systems Lead

- Designed end-to-end warehouse intake and fulfillment system with QR-based item tracking and location mapping

- Defined role-based dashboards for warehouse staff, dispatchers, and administrators
- Automated delivery coordination workflows through centralized scheduling
- Reduced inventory errors and manual dependency through process automation

PROFESSIONAL EXPERIENCE

Founder & President — Basebuildinc.com (2015–Present)

Digital product and systems consultancy serving agencies, SMBs, and SaaS organizations.

- Defined solution architecture and system design for web and API-driven platforms
- Led discovery sessions to frame business problems into executable products
- Prioritized features and scoped MVPs for new digital initiatives
- Directed cross-functional teams (developers, designers, vendors), concept to launch
- Advised clients on automation opportunities, AI integrations, and revenue-features
- Oversaw integrations between CMS platforms, CRMs and third-party APIs
- Evolved from hands-on development to product direction and delivery leadership

Adjunct Professor — Weber State University (2021–2023)

- Taught classes in Management IS, The Business of Web Dev and Intro to Info Sys
- Mentored students on business and technical problem solving

Director of Operations — WebStrategiesInc.com (2009–2014)

- Owned end-to-end delivery of complex digital platforms across multiple clients
- Led distributed development teams (50+ engineers)
- Defined scope, architecture direction, and cross-functional coordination processes
- Reduced operational friction through standardized workflows and improvements
- **Pre 2009:** Developer, graphics designer, TPM, systems admin roles in Info systems.

EDUCATION

- Master's in Information Systems for Business — Virginia Commonwealth University
- BSc in Zoology & Molecular Genetics — University College Dublin, Ireland

TOOLS

- Project management: OpenProject, Jira, Asana
- Collaboration & documentation: Google Docs, Drive, Slack
- Web & CMS: WordPress, Drupal, Laravel
- Design & diagramming: Photoshop, Figma, Lucidchart
- Analytics / data: Google Analytics, Reporting dashboards, AWS
- Business management: Quickbooks, Stripe and business ownership tools