

PROFESSIONAL SUMMARY

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

CORE STRENGTHS

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

SYSTEM & PLATFORM INITIATIVES

Cornell CPNH — AI-Powered Nutrition Data Dashboard :: Systems Lead

- Designed AI-powered data ingestion pipeline to extract structured insights from multilingual PDF reports, enabling authenticated researchers to collaborate on data sets.
- 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.
- Eliminated manual reporting workflows through automation-first system design.

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.

BASE Agentic Sales Outreach & Automation Platform :: Business & Systems Lead

- Designed an n8n workflow integrating Hunter.io email lead generation and SalesRobot/LinkedIn outreach with the proprietary BASE platform.
- Defined field-mapping and validation rules to normalize lead/engagement data through APIs.
- Automated mailing-list prep, draft campaign creation, and multichannel outreach workflows.
- Designed agentic reporting and automated notifications covering email campaign status, rejected records, and LinkedIn networking and outreach activities.

YFU USA — Business Systems & Digital Transformation :: Systems Consultant (2023 - present)

- Led discovery, planning, and delivery of digital initiatives supporting API-driven integrations between the YFU ERP, HubSpot, and Mailchimp to automate inquiry and lead workflows.

- Directed YFU USA's migration from Squarespace to WordPress, including information architecture, UX coordination, content migration and ongoing platform optimization.
- Served as a long-term technology partner, providing strategic guidance on business systems, process improvement, CRM workflows, and organizational digital transformation.
- Collaborated with stakeholders in Europe in defining a potential digital strategy to explore future initiatives including the Global YFU Portal ("Mothership") digital hub redux.

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.
- Directed cross-functional teams (developers, designers, vendors), concept to launch.
- Advised clients on automation opportunities, AI integrations, and revenue-features.
- Provided technical guidance and strategic support to Cornell faculty, an NBA player, numerous digital agencies, and Lance Armstrong's WEDU team among others.

Adjunct Professor — Weber State University (2021–2023)

- Taught evening 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 (Over 50+ engineers).
- Defined scope, architecture direction, and cross-functional coordination processes.
- Reduced operational friction through standardized workflows and improvements.

(Pre 2009) Multiple technical roles

- PHP Programmer, Graphic Designer, TPM & IS Coordinator in Bioinformatics.

EDUCATION & ACHIEVEMENTS

- Master's in Information Systems for Business — Virginia Commonwealth University.
- BSc in Science — University College Dublin, Ireland.
- Black belt in Brazilian Jiu-Jitsu — First BJJ Academy, Utah.

TOOLS

- Project & Docs management: OpenProject, Jira, Asana, Slack, Google Docs, Analytics.
- Workflow automation & business systems: n8n, APIs, webhooks, OpenAI & Claude.
- Web & CMS (LAMP): WordPress, Drupal, Shopify and Laravel on AWS.
- Design & diagramming: Photoshop, Figma, Lucidchart.
- Business management: Quickbooks, Gusto, Stripe, HubSpot and business ownership tools.