

Applied AI & Technical Product Leader

I define products, system behaviour, technical requirements, and operating constraints, then direct coding agents through implementation and own the production result. Most recently: a multi-tenant pay-per-call marketplace, the agent surfaces that operate on it, and the governed AI operations layer that runs its financial workflows.

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Tampa Bay, FL · Relocating to Dallas-Fort Worth, TX

SELECTED EVIDENCE

200

Registered marketplace organizations

50 registered buyer organizations and 150 registered publisher organizations.

10K-13K

RTB requests on an active day

88+

Documented AI-operations engagements in 10 weeks

\$15M

Marketing budget overseen

How I work

I define the product, system behaviour, technical requirements, acceptance criteria, and operating constraints, then direct coding agents through implementation, review, testing, and production validation. I do not position myself as the engineer who manually authored every line of production code.

[The method in full →](#)

EXPERIENCE

Roles

2024 - Present

Founder & Product Lead

[Dependable Call Exchange](#)

Conceived a multi-tenant pay-per-call marketplace and defined its product behaviour end to end: tenancy model, RTB semantics, routing, attribution and conversion rules, billing and payout workflows, partner integrations, and reporting. Directed coding agents through implementation and review, established the testing and reliability doctrine, designed the CI/CD and observability requirements, and operate the platform in production — deployments, migrations, database operations, and incident response.

Sep 2023 – Nov 2024

Chief Marketing Officer

NMS Insurance Group

Executive leadership team, reporting to the CEO. Led a five-person cross-functional organization spanning marketing, technical operations, customer service, and financial operations, with the COO as a direct report. Oversaw a \$15M marketing budget and directly managed \$2M+ in monthly paid media for six-plus months. Managed a partner and vendor ecosystem of roughly 200 organizations, and oversaw five developers on CRM integration work.

Jan 2023 – Sep 2023

Director of Marketing

Premier Annuity Council / Advantage One Brokerage

Owned acquisition and marketing operations for annuity and insurance distribution.

Jun 2022 – Aug 2024

Founder

Producer Masterminds

Mar 2024 – Present

Marketing & Technology Consultant

Intelemedia

Aug 2024 – Oct 2024

Growth Consultant

VG Motors Direct

CAPABILITIES

I lead

Applied AI & agentic products

Tool-enabled agents

MCP servers and tool design

Workflow and agent product design

Human-in-the-loop controls

Permission and confirmation models

Context engineering

Persistent operational knowledge

RAG at the product and context level

Technical product

PRDs and product requirements

System behaviour specification

API specifications

Integration requirements

Acceptance criteria

Product-level architecture decisions

Production operations

Revenue & marketplace systems

- Real-time bidding
- Telephony and call routing
- Attribution and conversion rules
- Billing and payout workflows
- Buyer / publisher marketplaces
- Performance economics

AI-native operations

- Agent delegation
- Operating playbooks
- Source-of-truth systems
- Guardrails and escalation paths
- Business workflow redesign

I direct & validate

- CI/CD
- Database migrations
- Authentication requirements
- Authorization and tenant controls
- Testing strategy
- Observability
- Routing implementation
- Reporting
- Financial workflows
- Partner integrations

Areas where I set the requirements, define the acceptance criteria, review the work adversarially, and validate behaviour against production. Coding agents produced the implementations.

ENVIRONMENTS, NOT LANGUAGE PROFICIENCY

Technical environments

These are the stacks I have worked in, specified against, reviewed, and operated. They are listed as environments — not as a claim to hand-authored fluency in each one.

Application

- Go
- PostgreSQL
- pgx / sqlc
- Astro
- React
- TypeScript

Infrastructure

- Render
- Cloudflare
- GitHub Actions

Reliability

- Prometheus
- Grafana
- Loki
- OpenTelemetry
- Playwright
- Vitest
- testcontainers

Marketplace & telephony

- Twilio
- Ringba
- Retreaver
- TrackDrive

AI

Anthropic Claude

OpenAI

MCP

Tool-enabled agents

RAG / context systems

EDUCATION

Education

2015	
B.A., Bible Translation	
Davis College	