MICHAEL ALEXANDER — CAPABILITIES DOSSIER

A recruiter's reference document. Not a resume — a map of where Michael fits.

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HOW TO USE THIS DOCUMENT

This is the "I can do this" reference — built so you can match Michael to roles he wouldn't have thought to pursue on his own. The clean **General Resume** is what you forward to a hiring manager; this dossier is your internal cheat sheet for *which angle to pitch*.

Each section is a self-contained pitch you can lift verbatim:

- **Hits a manufacturer or consumer-goods company?** → Warehouse/Fulfillment + GS1/UPC + Master Data.
- **Hits a retailer or e-commerce brand?** → E-Commerce Operations + Retail/POS + the pricing engine.
- **Hits a small company needing one person to own all of IT?** → Solo-IT / Infrastructure.
- **Hits an AI / automation / modern-tech shop?** → AI & Software Development.

One promise to you: every claim in here is screen-proof. Where Michael has run something in production for years, it says so. Where he's *capable but would ramp*, it says that too — flagged as **"Can ramp."** That distinction protects your credibility with the client as much as his. If it's not flagged, he's done it for real.

The throughline: Michael spent 27 years (1998–2025) as the single-point technical operator who built and ran the systems, data, and analysis behind a multi-channel e-commerce business — scaling it from a 3-person startup to **$8M peak revenue** — and is now building production AI software full-time. He is an *operator who codes*, not a specialist in one lane. Breadth across e-commerce, warehouse, retail, data, IT, and AI is the whole point.

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1. E-COMMERCE OPERATIONS (MULTI-CHANNEL DTC + B2B)

What he can step into: Own the operational and technical backbone of a multi-channel e-commerce business — marketplaces, direct site, wholesale, drop-ship — and make the channels actually talk to each other.

The proof:

- Architected a custom **omnichannel integration across Amazon, eBay, Walmart, and the direct site *before commercial tools existed*** — grew it from 0% to **60% of total revenue** within three years.
- Ran a single catalog serving **both retail and wholesale off one SKU set**, with pricing tier assigned by login (no parallel sites to maintain).
- Owned the data feed and pricing logic across **four distinct pricing models**: retail, wholesale-by-login, promotional-products (print setup / quantity breaks / customization), and ASI supplier pricing.
- Drove **15–25% revenue uplift ($1.2–2M on the $8M base)** through pricing optimization and business intelligence; lifted average order value from $40 to $50.

Tools — USED in production: Amazon Seller Central (expert), eBay, Walmart Marketplace, Miva, ShipStation, plus the broader retail-platform landscape across 25+ years. **Can ramp:** Shopify, BigCommerce, NetSuite (knows the ERP/e-comm shape cold; would learn the specific admin in days).

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2. WAREHOUSE / FULFILLMENT / SHIPPING

What he can step into: Run or rebuild the fulfillment operation — pick/pack/ship workflows, carrier integrations, error reduction, space utilization, peak-season scaling.

The proof:

- Redesigned fulfillment workflows that **cut shipping errors from 5% to 2% (60% reduction)**, improved pick/pack efficiency 10–20%, and scaled the operation to **500 orders/day peak capacity**.
- Built a custom **WMS implementation** with location-based storage and FIFO logic; consolidated warehouse space through location optimization.
- Spent a month *working the warehouse mornings himself* before recommending changes — found three independent root causes a survey would never have surfaced. (His operating principle: "Watch, don't audit.")
- Handled seasonal ramps to **hundreds of orders/day** (communion/christening formalwear, late-March through June).

Tools — USED in production: UPS WorldShip, FedEx Ship Manager, USPS Endicia, ShipStation — and most major commercial shipping integrations of the past two decades. **Honest note:** Hands-on operator and systems-builder for fulfillment; he ran the *technology and process layer* of the warehouse, not a forklift-and-dock floor-management role (though he's worked the floor to understand it).

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3. GS1 / UPC / BARCODE & RETAIL MASTER DATA ⭐ *SPECIALTY*

What he can step into: Stand up or fix a company's barcode/UPC system and the master-data architecture behind it — exactly the problem big-box and marketplace compliance creates for consumer-goods companies. This is a genuine specialty, and most IT candidates have never touched it.

The proof:

- When **Amazon deprecated cheap bulk UPCs and mandated legitimate GS1 codes on a deadline**, Michael re-architected the company's entire UPC handling across **~20,000–25,000 SKUs**.
- **Licensed a GS1 company prefix (~10,000-code capacity)** and built a **pool table as the single source of truth** — tracking assignment status, assign/retire dates, and prior SKU per code, so retired codes could be **recycled after a ~1-year cooldown** (long enough to age out of search indexes).
- **Scripted propagation** of assigned codes into the inventory table (auto + manual trigger) so nothing was ever double-keyed.
- Generated barcode labels as **PDFs from SQL queries** — hundreds-to-thousands at a time — linked into the ERP for click-to-print on an industrial **Zebra printer**, working around the ERP's inability to print labels natively. Designed label artwork in Adobe Illustrator and built a separate template sized to the overseas factory's cheapest stock while staying inside scannable tolerance.
- **The failure-and-fix that proves the depth:** one factory run printed labels too small (scanned ~1 in 10) and it surfaced only when *Amazon complained* — requiring manual relabeling of tens of thousands of units. Root cause: QA only existed in-house, where labels were correct; the failure happened where the work changed hands. He instituted **random spot-checks at container check-in** — moving QA to the choke point. "*The fix isn't catching every vendor mistake — it's putting the check where the work changes hands.*"

Tools — USED in production: GS1 prefix licensing & lifecycle management, SQL-to-PDF label generation, Zebra industrial printing, Adobe Illustrator label design, per-retailer data mapping (hundreds of data points per SKU, mapped to each retailer's spec). **Honest note:** "Licensed a GS1 prefix (~10K capacity)" — not "bought 10,000 codes"; used the label app's GS1 guardrails and tested against in-house scanners — did not hand-calculate magnification ratios.

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4. RETAIL / POINT-OF-SALE / STORE OWNERSHIP

What he can step into: Bring real storekeeper instincts to a retail or retail-tech role — he has actually owned and run a store, then spent 25 years building the systems behind a much larger retail operation.

The proof:

- **Owned and operated his own retail business (1998–2000)** — point-of-sale operations, inventory, customer service, cash handling, the full small-business operating reality.
- Then spent 25 years on the *systems* side of retail at scale: catalog, pricing, inventory sync, fulfillment, and marketplace compliance for a $8M multi-channel operation.
- Understands retail from both ends — the person ringing the sale *and* the person architecting the inventory and pricing engine behind 20,000+ SKUs.

Tools — USED: Point-of-sale operations and retail-floor fundamentals (store ownership); the full e-commerce/marketplace retail stack (see §1). **Can ramp:** Modern cloud POS platforms (Square, Shopify POS, Lightspeed) — knows the operational model; would learn a specific platform's admin quickly.

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5. ERP / BUSINESS SYSTEMS / SQL / DATA

What he can step into: Own the business-systems and data layer — extend an ERP, build the reporting nobody else can, model master data, and write the SQL automation that makes the operation run.

The proof:

- **Extended an off-the-shelf Microsoft Access + SQL Server ERP for ~25 years** with custom add-ons — integration code, custom queries, automation modules, and reporting logic against a live production data layer. He didn't just use the ERP; he made it do what commercial software couldn't.
- Diagnosed a hidden **ERP-to-SQL Server data corruption** issue causing daily lockups for *months*; designed a dual-approach permanent fix (purge bad historical data + intercept future writes) that eliminated it completely.
- Designed master-data architecture (single source of truth, scripted propagation, no double-keying) — see the GS1 system in §3.
- Authored the company's operational **policies and procedures** (e.g., returns rules) because he writes logic cleanly and precisely — "almost like a lawyer."

Tools — USED in production: Microsoft SQL Server (advanced, 15 years), MySQL, PowerShell (advanced, 10 years), Python, Microsoft Access ERP customization, QuickBooks. **Can ramp:** NetSuite / SAP / Workday (knows the ERP shapes; not run in production). Production SharePoint / Power BI — the strength is the underlying **data model**, not current-UI administration; would re-acquaint with the current tooling fast.

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6. SOLO-IT / IT INFRASTRUCTURE (SINGLE-POINT OPERATOR)

What he can step into: Be the *entire* IT function for a small-to-mid company — the first or only IT hire who owns everything from the network closet to the cloud, and just makes it all work.

The proof:

- Was the **single-point technical operator** for 27 years: infrastructure, identity, networks, data, integration, end-user systems, crisis response — all of it, for a 100+ concurrent-user operation, on a **~$100K annual budget**.
- Led infrastructure evolution from manual processes to enterprise-grade systems. A **SQL Server migration eliminated daily outages** — from 2/day to roughly 1 every few months (**99.9% improvement**).
- **Consolidated 3 physical servers into 1 virtualized host (70% power reduction)** and saved **$17K on a single server purchase** by buying refurbished enterprise gear with full warranty — knows that market cold.
- Held support load to **3–6 tickets/day even as the user count grew 100x**, by fixing root causes instead of symptoms.

Tools — USED in production: Active Directory / IAM, Windows Server, LAN/WAN and multi-site WiFi (hands-on Cat6), backup/patch management, Hyper-V & Proxmox virtualization, Docker / Docker Compose, Cloudflare (CDN, Workers, Pages, Tunnels), SSH multi-machine config, Jenkins CI/CD. **Can ramp:** Azure / AWS / GCP infrastructure (4+ years keeping current / tinkering — *not* production infra; production cloud experience is Cloudflare). Terraform / Pulumi / Ansible / Kubernetes (knows the concepts; Docker Compose is what he runs in production). Okta / Auth0 (knows the IdP shape; Active Directory is what he's run).

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7. AI, AGENTIC ORCHESTRATION & SOFTWARE DEVELOPMENT *(CURRENT, FULL-TIME SINCE 2025)*

What he can step into: Build production AI software, evaluate the tooling landscape empirically, and bring an operator's "where does AI actually belong" judgment to a team chasing hype.

The proof:

- Building production AI-powered SaaS full-time. A **real-estate SaaS rebuild went from spec document to working application in three days** — work that would have taken a solo developer ~6 months two years ago.
- Designed an **AI content-scoring platform** with multi-provider architecture (OpenAI, Anthropic, Google Gemini, local models), cost-optimized routing, and automatic fallback. Ran a **6-model bake-off** (Opus / Sonnet / Haiku / Gemini 2.5 Pro / Lite / GPT-4.5) on real workloads — Gemini 2.5 Lite won the cost-quality envelope for text analysis, a contrarian call that beat the "always reach for the frontier model" default.
- Runs a **production multi-agent document-processing pipeline**: classification, criteria-based routing, agent-boundary quality enforcement, persistent state, batch processing, human-in-the-loop checkpoints, cross-run memory.
- Operates a **3-host Docker home lab** (6 application stacks) on a Jenkins multi-environment CI/CD pipeline with Cloudflare Tunnels.
- Ships iOS/macOS apps in **Swift/SwiftUI**, including a real-time audio-analysis app that detects performance tempo and adapts lyric scrolling.
- **Philosophy:** LLMs are a tool, not a solution. AI at the decision points, traditional logic everywhere else.

Tools — USED in production: Claude Code (primary build environment, daily), Swift/SwiftUI, Python, multi-provider LLM APIs with routing/fallback, N8N automation, Docker Compose, Jenkins, REST API design, agent orchestration patterns. **Working familiarity:** RAG and Model Context Protocol (MCP) — applied project-by-project after measuring cost/benefit, not as a default.

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8. CROSS-FUNCTIONAL LEADERSHIP, VENDOR MANAGEMENT & OPERATIONAL TRANSLATION

What he can step into: Be the person who translates between the C-suite and the technical reality, leads change without formal authority, manages vendors, and absorbs operational complexity so leadership can focus on strategy.

The proof:

- Built and **led a team of 10+**; created the training programs and procedures that let the team own the work.
- **Changed ownership's mind with math, not argument:** reversed a free-rush-shipping policy by quantifying the labor cost per free rush rather than debating the customer-service principle. (Principle: "Show the math, don't argue the principle.")
- **Sole technical responder during a $1M+ COVID demand surge** — built new code and processes over 48 straight hours to prevent system failure at 10x volume; those processes stayed in production 4+ years.
- Owned vendor relationships end-to-end, including the case where third-party software was the root cause — *"It wasn't my software, but it was my problem to solve."*

Meta-skills he brings to any role: System Reading (navigating complexity others can't), Problem Framing (staying with the problem before jumping to a solution — see the bandana yield story, where the obvious fix just moved waste from the fabric roll to the warehouse shelf), Communication (technical → executive translation), Systems Thinking, and methodical hypothesis-test-fix problem-solving.

TARGETING & LOGISTICS

- **Location:** Marlton, NJ 08053. Open to **remote** and reasonable **hybrid** (commute tolerance: ≤60 min for 1–2 days/week, ≤30 min for 3+ days/week). No relocation.
- **Comp:** $100K floor, $150K target — comfortable discussing within a posted range.
- **Availability:** Immediate.
- **Best-fit role shapes:** sole-owner / first-IT-hire technical roles; e-commerce / retail operations & systems; consumer-goods data & barcode/master-data work; AI/automation IC or advisory. Problem-solving and hands-on-but-strategic is the sweet spot.

EDUCATION

Rutgers University — Camden Dual Focus: Physics and Computer Science Foundation in analytical reasoning, hypothesis-driven methodology, and systems modeling

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Internal recruiter reference. Every capability claim is traceable to verified work history; "Can ramp" flags mark genuine capability that is not yet production experience. Last built 2026-06-17.