

MICHAEL ALEXANDER

MichaelAlexander@MichaelAlexander.us | 856-520-3934 linkedin.com/in/michael-alexander-nj | Marlton, NJ 08053

PROFESSIONAL SUMMARY

Technology leader bridging strategy, operations, and hands-on engineering. Scaled a multi-channel e-commerce business from startup to \$8M peak revenue — owned the full technology function (infrastructure, identity, networks, data, integration, end-user systems), led a team of 10+, architected an omnichannel platform that captured 60% of total revenue, and absorbed operational complexity so leadership could focus on strategy. Currently building production AI-powered SaaS tools — a real-estate SaaS rebuild went from spec to working application in three days, work that would have taken a solo developer roughly six months two years ago. The practice is disciplined agent orchestration, empirical model evaluation across providers on real workloads, and context engineering as a first-class concern.

Three decades of multi-system operational fluency. Specific tool names matter less than the meta-skill: when a new system shows up in the operation, I learn it because that's the work, not because it's a project.

CORE COMPETENCIES

Tool Fluency — Three-Decade Breadth

- E-commerce platforms (operator-level): Amazon Seller Central (Expert), eBay, Walmart Marketplace, Miva — and the broader retail platform landscape across 25+ years
- Order / shipping systems (operator-level): UPS WorldShip, FedEx Ship Manager, USPS Endicia, ShipStation — and most of the major commercial shipping integrations of the past two decades
- Productivity / collaboration: Microsoft Office (every major version since Office 95), Google Workspace, M365 working familiarity
- ERP / business systems: Custom-extended Access + SQL Server ERP at Nella Cosa (25 years), QuickBooks, integration-side exposure to enterprise ERPs across vendor work

Strategy & Leadership Technology Strategy · Digital Transformation · Change Management · P&L Responsibility · People Management (10+ direct reports) · Crisis Management · Stakeholder Communication · Cross-Functional Collaboration

Infrastructure & Systems Active Directory and IAM · Windows Server (on-premises and cloud) · LAN/WAN networks (multi-site WiFi, hands-on Cat6) · Backup systems and patch management · Hyper-V / Proxmox virtualization · Docker / Docker Compose · Cloudflare Tunnels · Jenkins-driven multi-environment CI/CD

Data, APIs, and Development Microsoft SQL Server (Advanced — 15 years) · MySQL · PowerShell (Advanced — 10 years) · Python · Swift / SwiftUI (active iOS/macOS development) · REST API design · Webhook integration · Master-data design and single-source-of-truth modeling · Real-time audio analysis

AI / LLM Implementation Multi-provider architecture across OpenAI, Anthropic, Google Gemini, and local quantized models — cost-optimized routing, automatic fallback, empirical head-to-head model evaluation on real workloads. Agent orchestration with Claude Code as primary build environment. Context and token engineering. Workflow automation (N8N) embedding LLMs at decision points. Working familiarity with RAG and Model Context Protocol — applied project-by-project after measuring cost/benefit.

Commerce & Retail Technology 20,000+ SKU catalog management · Custom omnichannel integration · GS1/UPC lifecycle management · Two-way supplier/drop-ship data integration · Custom WMS implementation

PROFESSIONAL EXPERIENCE

Independent Consultant / Founder | AI/SaaS Development | 2025 – Present

Building production AI-powered SaaS tools end-to-end. Problem-first approach: every project starts with a real problem; AI is one instrument in the toolbox, applied where it creates genuine value, left out where it doesn't.

- **AI content scoring platform** with multi-LLM provider architecture (OpenAI, Anthropic, Google Gemini, local models), cost-optimized routing, automatic fallback. 6-model bake-off on real workloads (Opus / Sonnet / Haiku / Gemini 2.5 Pro / Lite / GPT-4.5) — Gemini 2.5 Lite emerged as the cost-quality standout for text analysis.
- **Multi-agent document processing pipeline** in production: classification, criteria-based routing, agent-boundary quality enforcement (verbatim source preservation, no-fabrication rules, traceable provenance), persistent state, batch processing, human-in-the-loop checkpoints, cross-run memory layer. Use case is application-specific; architecture is general.
- **Adaptive lyric scrolling iOS app** (SwiftUI, in development): listens to live performance audio, detects tempo in real-time, adjusts scrolling speed accordingly; users train timing models across practice sessions.
- **AI workflow automation (N8N)**: multi-step automation embedding LLMs at specific decision points within larger business processes — using AI where it adds value, not as a blanket solution.
- **Infrastructure built along the way**: 3-host Docker home lab running 6 application stacks (2-6 containers each) on a Jenkins-driven multi-environment CI/CD pipeline (testing → staging → develop → production), Cloudflare Tunnels for secure external access without exposing inbound ports, Mac Mini and Proxmox virtualization across mixed hardware, SSH and Git/GitHub workflows.
- **Tool & model evaluation as practice**: treats AI tooling as something to be measured, not adopted on hype. 4-month side-by-side trial of GitHub CoPilot vs Claude Code; also evaluated Cursor, Cline, Gemini's tools — chose Claude Code on output, not allegiance. Tried multiple agent frameworks; designed a custom orchestration system on Claude Code primitives instead. Less is more.

Technical Operations Leader | Nella Cosa Corporation | 1998 – 2025

Multi-channel e-commerce | \$8M peak revenue | Team of 10+ | 100+ concurrent system users | P&L responsibility for technology operations

Complete technology operations ownership from startup to \$8M enterprise — strategy, people, infrastructure, integration, crisis response.

Digital Transformation & Strategic Impact

- Architected omnichannel commerce integration across Amazon, eBay, Walmart, and direct channels before commercial tools existed — grew from 0% to 60% of total revenue (\$4.8M+) within 3 years.
- Drove 15-25% revenue uplift (\$1.2-2M on \$8M base) through pricing optimization and business intelligence; 20% YoY growth in best year.
- Increased average order value from \$40 to \$50 (25% improvement) through data-driven pricing strategies.

People Management & Team Leadership

- Built and led team of 10+ professionals; created training programs and operational procedures that enabled team ownership.
- Translated complex technical concepts into executive-ready business language for ownership, sales, operations, fulfillment, and finance stakeholders.

Infrastructure, Data & Operations

- Led infrastructure evolution from manual processes to enterprise-grade systems. SQL Server migration eliminated daily outages — reduced from 2/day to 1 every few months (99.9% improvement) — and unlocked reporting and analytics previously impossible.

- Re-architected the company's UPC system under an Amazon GS1 mandate — built a GS1 prefix pool table as single source of truth with code lifecycle management (assign/retire/recycle), scripted propagation into inventory, and bulk SQL-to-PDF label generation; after a vendor label-scan failure surfaced via an Amazon complaint, instituted hand-off QA spot-checks at container check-in.
- Consolidated 3 physical servers into 1 virtualized environment (70% power reduction); \$17K saved on single server purchase; entire technical infrastructure operated on ~\$100K annual budget.
- Maintained 3-6 tickets/day support load while user count grew 100x by fixing root causes, not symptoms.

Operations Excellence

- Managed 20,000+ SKU product catalog with custom synchronization across 5+ platforms; data transformation from 12 supplier fields to 200+ per product.
- Reduced shipping errors from 5% to 2% (60% improvement); improved pick/pack efficiency 10-20%; scaled to 500 orders/day peak capacity.

Crisis Management & Business Continuity

- Sole technical responder during a \$1M+ COVID demand surge — wrote new code and built new processes over 48 hours of straight work to prevent system failure during 10x normal volume; processes remained in production for 4+ years afterward.
- 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 the symptom completely.

Custom Application Development

- 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.

Retail Business Owner | Self-Employed | 1998 – 2000

Full business ownership and operations. Foundation in customer service, operations management, and entrepreneurial problem-solving.

EDUCATION

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

ADDITIONAL

- **Current focus:** AI/SaaS product development, multi-LLM architecture, agent orchestration, iOS/macOS development
- **Location:** Marlton, NJ — open to remote and reasonable hybrid (commute tolerance: ≤60 min for 1-2 days/week, ≤30 min for 3+ days/week)
- **Availability:** Immediate