MICHAEL ALEXANDER

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

PROFESSIONAL SUMMARY

Technology leader who scaled e-commerce operations from startup to $8M in multi-channel revenue, combining strategic business planning with hands-on technical implementation. Experienced in digital transformation, people management, and P&L responsibility — architecting omnichannel commerce systems that captured 60% of total revenue, leading teams of 10+, and driving data-driven decisions that produced 15-25% revenue uplift. Currently building AI-powered SaaS tools with multi-LLM provider architectures while applying battle-tested operational expertise to emerging technology. Approach every challenge with systems thinking: understanding how technology, operations, and business strategy connect before acting. LLMs are a tool, not a solution — AI is applied where it creates genuine value, not as a blanket solution.

Keywords: Technology Strategy, Digital Transformation, Change Management, People Management, P&L Responsibility, Artificial Intelligence, AI, Machine Learning, Business Intelligence, Data Analytics, Process Improvement, E-commerce, SQL Server, Team Leadership, Docker, MCP, RAG, SwiftUI, Workflow Automation, Model Context Protocol, API Integration, Crisis Management, Omnichannel Commerce, Solution Architecture, PowerShell, Python, Agile, Stakeholder Management, Operational Excellence

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CORE COMPETENCIES

Technology Strategy and Digital Transformation. Change Management and Process Improvement. People Management and Team Leadership (10+ direct reports). P&L Responsibility and Budget Management. Artificial Intelligence and Machine Learning Implementation. Business Intelligence and Data Analytics. E-commerce and Omnichannel Commerce Strategy. SQL Server Administration and Database Management. Solution Architecture and API Integration. Crisis Management and Business Continuity. Docker, MCP, RAG Pipeline Development. Python, Swift/SwiftUI, PowerShell Automation. Stakeholder Communication and Cross-Functional Collaboration. Operational Excellence and Continuous Improvement.

PROFESSIONAL EXPERIENCE

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

Since transitioning from Nella Cosa in 2025, building AI-powered SaaS tools — applying operational expertise to emerging technology. Problem-first approach: every initiative starts with the business problem, AI is applied where it creates genuine value.

- Designed and built AI-powered content processing platform with multi-LLM provider architecture, engineering cost-optimized routing across OpenAI, Anthropic, and local models with automatic provider fallback
- Built custom RAG pipeline via Model Context Protocol (MCP), ingesting thousands of documentation pages for real-time querying during active development
- Developing iOS application with real-time audio analysis, on-device machine learning, and adaptive UX using Swift and SwiftUI
- Designed AI workflow automation using N8N, embedding LLMs at specific decision points within larger business processes
- Infrastructure: Docker Compose, Proxmox virtualization, Cloudflare Tunnels, Git/GitHub, REST API design

Technical Operations Leader | Nella Cosa Corporation | 1998 - 2025

E-commerce | Team of 10+ | $8M peak revenue | P&L responsibility for technology operations

Complete technology operations ownership from startup to $8M enterprise — driving digital transformation, people management, and operational excellence across the full business lifecycle.

Digital Transformation & Change Management:

- Led complete infrastructure evolution from manual processes to enterprise-grade systems, achieving 99.9% uptime improvement through strategic SQL Server migration and infrastructure modernization
- Implemented data-driven pricing strategies and analytics dashboards that drove 15-25% revenue uplift ($1.2-2M on $8M base)

People Management & Team Leadership:

- Built and led team of 10+ professionals, creating training programs and operational procedures that enabled employees to take ownership
- Translated complex technical concepts into executive-ready business language, bridging technical teams and business stakeholders

Technology Strategy & Business Intelligence:

- Architected omnichannel commerce integration across 5+ platforms (Amazon, eBay, Walmart, direct), growing from 0% to 60% of total revenue within 3 years ($4.8M+ captured)
- Built custom analytics and pricing optimization that increased average order value from $40 to $50 (25% improvement) and achieved 20% YoY growth in best year

Operations Excellence & Process Improvement:

- Managed 20,000+ SKU product catalog with custom synchronization across all platforms, handling data transformation from 12 supplier fields to 200+ per product
- Developed non-standard fulfillment methods that reduced shipping errors by 60% (5% to 2%), improved pick/pack efficiency by 10-20%, and scaled to 500 orders/day peak capacity

Crisis Management & Business Continuity:

- Single-handedly managed $1M+ COVID demand surge through 48-hour crisis response with zero system downtime — created scalable processes still in use 4+ years later
- Maintained zero security breaches over 26-year tenure with comprehensive PCI compliance program
- Consolidated 3 servers into 1, reducing power consumption by 70%, saving $17K on single server purchase, and maintaining entire infrastructure on ~$100K annual budget

Retail Business Owner | Self-Employed | 1998 - 2000

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

KEY ACHIEVEMENTS

- **Revenue Transformation:** Grew omnichannel commerce from 0% to 60% of total revenue ($4.8M+) through custom-built integration tools across Amazon, eBay, Walmart, and direct channels
- **Crisis Leadership:** Saved $1M+ in revenue during COVID demand surge through 48-hour solo crisis response with zero system downtime
- **Digital Transformation:** Achieved 99.9% system uptime improvement through strategic SQL migration, eliminating daily outages that threatened business operations
- **Data-Driven Growth:** Drove 15-25% revenue uplift ($1.2-2M on $8M base) through pricing optimization and business intelligence analytics
- **Operational Efficiency:** Reduced shipping errors by 60%, improved fulfillment time by 10-15%, and scaled operations to 500 orders/day capacity
- **Cost Optimization:** Maintained entire technical infrastructure on ~$100K annual budget while achieving 10x processing power increase at fraction of typical cost
- **Security & Compliance:** Zero security breaches over 26-year tenure with comprehensive PCI compliance implementation

- **AI/SaaS Innovation:** Currently building production AI tools with multi-LLM provider architecture, RAG pipelines, and iOS applications

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EDUCATION

Rutgers University - Camden Physics and Computer Science (2 years completed) Foundation in analytical thinking and systematic problem-solving

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ADDITIONAL

- **Current Focus:** AI/SaaS product development, multi-LLM architecture, iOS/macOS development, open source preparation
- **Location:** Marlton, NJ (open to hybrid/remote)
- **Availability:** Immediate