MICHAEL ALEXANDER

Strategic Technology & Operations Executive

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EXECUTIVE VALUE ARCHITECT

27-year track record absorbing enterprise complexity and delivering stakeholder success across technology infrastructure, commerce operations, and business transformation initiatives. Unique ability to translate between business strategy and technical reality while eliminating operational friction that consumes leadership bandwidth. Transforms organizational challenges into competitive advantages through strategic thinking, predictive analysis, and reliable execution that provides management with peace of mind.

SIGNATURE IMPACT

• **Eliminated inventory chaos** consuming management time by orchestrating 20,000+ SKU ecosystem, reducing carrying costs 25% while improving space utilization 20%
• **Transformed revenue trajectory** through data-driven optimization that increased average order value 15% and improved margins 7%, establishing organization as data-driven market leader
• **Absorbed infrastructure complexity** reducing system downtime 70% and support tickets 50%, enabling leadership to focus on growth instead of technical firefighting

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STRATEGIC COMPETENCY PILLARS

ENTERPRISE COMPLEXITY ABSORPTION

• Technology infrastructure management from networking to cloud architecture ensuring business continuity • Security framework implementation protecting organizational reputation and leadership credibility
• System reliability delivery maintaining 99.9% uptime while stakeholders focus on strategic priorities

REVENUE & OPERATIONS OPTIMIZATION

• Product portfolio orchestration managing complexity of 20,000+ SKUs with zero critical failures • Omnichannel commerce transformation increasing cross-platform engagement 250% • Supply chain efficiency delivering 35% faster fulfillment while reducing errors 15%

STAKEHOLDER SUCCESS DELIVERY

• Business partnership translating technical complexities into strategic solutions • Risk mitigation preventing operational failures during critical business moments • Peace of mind through consistent execution allowing complete delegation of technical concerns

INNOVATION & TRANSFORMATION LEADERSHIP

• Business process automation eliminating manual overhead consuming leadership time • Emerging technology integration including AI/ML and cloud migrations without disruption • Digital transformation initiatives executed with minimal operational impact

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PROFESSIONAL EXPERIENCE

NELLA COSA CORPORATION | Marlton, NJ | 1998–2025
Progressive technology and operations leadership through multiple strategic transformations

Strategic Technology & Operations Executive (2015–2025)

Absorbed enterprise-wide technical and operational complexity, enabling organizational leadership to focus on business growth

• **Eliminated inventory management chaos** by architecting comprehensive product lifecycle management for 20,000+ SKUs, reducing carrying costs 25% and improving warehouse utilization 20%, enabling leadership to focus on growth instead of operational complexity

• **Transformed revenue performance** by eliminating pricing uncertainty through data-driven optimization framework that increased average order value 15% while improving margins 7%, providing management with reliable strategies that strengthened market position

• **De-risked omnichannel expansion** by orchestrating seamless multi-platform commerce strategy across Amazon, Walmart, and direct channels, achieving 250% engagement increase that demonstrated organizational capability for digital transformation

• **Absorbed cybersecurity responsibilities** that typically consume leadership attention by implementing comprehensive authentication frameworks including Active Directory, SSO, and hardware keys, reducing unauthorized access 35% while achieving PCI DSS compliance

• **Eliminated fulfillment bottlenecks** that previously limited operational capacity by designing proprietary workflows that accelerated order processing 35% while reducing shipping errors 15%

• **Recovered organizational bandwidth** by automating critical business processes through PowerShell and ETL frameworks, improving data accuracy 30% while freeing leadership from operational minutiae

Technologies: Microsoft SQL Server, PowerShell, Active Directory, Cloud Platforms, EDI/ETL Systems

Infrastructure & Commerce Operations Leader (2005–2015)

Built foundation for scalable growth while shielding stakeholders from technical complexity

• **Protected organizational reputation** during critical growth phase by reducing system downtime 70% through proactive infrastructure management, ensuring reliable operations during important client engagements

• **Enabled strategic decision-making** by translating complex technical requirements into business language, facilitating informed technology investments that positioned company ahead of competitors

• **Delivered consistent operational excellence** managing enterprise networking, virtualization (Hyper-V, Proxmox), and security systems, providing stakeholders confidence to pursue aggressive growth strategies

• **Streamlined vendor relationships** absorbing complexity of carrier integrations and shipping logistics, eliminating weekly management overhead while optimizing costs across all channels

Technologies: Network Infrastructure, Virtualization Platforms, Security Systems, Database Management

Technology Implementation Specialist (1998–2005)

Established technical foundation enabling business transformation

• **Built robust infrastructure foundation** supporting business evolution from startup to enterprise, demonstrating reliability that earned stakeholder trust for future initiatives

• **Mastered diverse technology ecosystem** from hardware diagnostics to software implementation across Windows, Mac, and Linux environments, becoming go-to problem solver for critical issues

• **Developed automation capabilities** that would later transform operations, including early PowerShell scripts and database optimization routines

Technologies: Hardware Systems, Operating Systems, Networking, Database Development

5150 ELECTRIC SUPPLY | Owner/Operator | 1997–1999
Successfully launched and managed retail business, developing deep understanding of P&L management, customer relationships, and operational challenges that inform technology decisions

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EDUCATION

Rutgers University | Physics and Computer Science | 1992–1994
Foundation in analytical thinking and complex problem-solving

TECHNICAL COMPETENCY MATRIX

Strategic capabilities supported by deep technical expertise

Revenue-Generating Technologies

Commerce & Analytics: Product Information Management (20,000+ SKUs) • Order Analytics • Pricing Optimization • Omnichannel Platforms (Amazon, Walmart, eBay) • EDI/ETL Frameworks • Business Intelligence

Risk-Reducing Technologies

Security & Compliance: Active Directory • LDAP • Single Sign-On (SSO) • Hardware Security Keys • VPN Technologies • PCI DSS Compliance • Multi-Factor Authentication
Infrastructure: Enterprise Networking • DNS/DHCP • Hyper-V • Proxmox • Cloud Platforms • Disaster Recovery

Efficiency-Creating Technologies

Automation & Integration: PowerShell Advanced Scripting • SQL Server • MySQL • API Integrations • Process Automation • Bulk Data Transformation
Productivity Platforms: Microsoft 365 • Google Workspace • Adobe Creative Cloud • Remote Desktop Infrastructure

Emerging Technology Exploration

Current Learning: Private LLM Implementation • RAG Models • AI Workflow Automation • Swift Programming • Edge Computing (Raspberry Pi, ESP32, Arduino) • Cloudflare Advanced Services

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LEADERSHIP PHILOSOPHY

"I absorb complexity so leaders can focus on strategy. Every technical decision translates to business value. Every system implementation reduces executive worry. Every automation recovers time for what matters most – growth."

PERSONAL INTERESTS

Live music enthusiast, photography, gaming, gardening, hiking, and spending quality time with wife Eileen and rescue greyhound Maggie