

SUMMARY

AI-powered product manager with 10+ years across financial services, client management, and software delivery. Builds working software and data tools by directing AI coding tools (Claude Code, OpenAI Codex, ChatGPT) rather than writing code by hand, and has become the person colleagues come to for setting up those tools and learning to use them. Shipped three internal platforms, turned a company ERP into an AI-queryable data copy, and put AI tooling on coworkers' machines so they can ask their own business questions in plain English. B.S. in Finance, Penn State.

AI PRACTICE & ENABLEMENT

01 · Enabling colleagues

Installed OpenAI Codex on the operations manager's machine and connected it to the company's ERP data copy so they can ask business questions in plain English instead of waiting on IT or a SQL request; now rolling the same setup out to accounting and finance. Coach coworkers to turn call and meeting notes into CRM entries and summaries with ChatGPT.

03 · A repeatable way of working with AI

A personal working environment around Claude Code and Codex with reusable playbooks the AI follows: a design-first method that lays out every screen, flow, and empty or error state as wireframes and mockups for sign-off before anything is built, and a quality gate that has the AI review its own code, click through the live app against written test scenarios, and screenshot every screen before a human looks. 60+ written build plans, 40+ recorded quality-gate runs.

02 · Adoption material for every tool shipped

Role-by-role manuals and five-minute onboarding for the visitor check-in system; personalized "here is your move" notes for the COO, planner, and customer-service reps in the new-product approval workflow; a 50-minute guided tour of the ERP data program written for someone brand new to the company; and a plain-English guide that lets a non-engineer verify any reported number.

04 · Connecting AI to the business

AI tools linked to the systems people already use (CRM, ERP data, email, the browser) through connectors and APIs, so analysis, reporting, and outreach run from one place and end in a plain-English summary a non-engineer can act on.

ROLES

May 2025 – Present	AI Growth & Operations Specialist A building-materials manufacturer · Philadelphia area · Sales & Marketing Specialist until Jan 2026 Own three internal platforms end to end as product owner, from requirements through deployment and adoption: a seven-app employee operations portal, a visitor check-in and routing system in daily front-desk use and rolled out to 12 colleagues, and a trade-show lead-capture app that works with no signal on the show floor. Manage the backlog for all three: triage bug reports and enhancement requests from users in every department, write requirements and acceptance criteria, prioritize the roadmap with stakeholders, and communicate release timing and new features back to users. Replicated the company's ERP into an AI-queryable data copy (426 tables, ~20 million rows, verified nightly) and designed a plain-English question layer for management, now piloting with the owner and COO. Led a measured cleanup of ~20,000 part records: 57% of descriptions were word-for-word duplicates and 7,274 parts were flagged for retirement. AI-enabled procurement: a buyer enters a material spec, AI browser agents research and verify candidate suppliers (one run screened 176 companies and read 159 websites at no spend, loading 30 verified makers), and the approved supplier list lands in a procurement-style CRM ready for quote requests at a click. Streamlined CRM work: a weekly lead follow-up accountability report and dashboard that replaced manual chasing after trade shows, per-rep pipeline cleanup workbooks, AI-drafted outreach to cold contacts and leads, and a finance dashboard reproducing the owner's five hand-built ERP reports. Built a \$1M+ sales pipeline in seven months by reviving a dormant CRM of ~1,000 contacts with an AI outreach pipeline: agents pulled leads by vertical, read each company's website, drafted tailored emails into Gmail for review and send, and logged every send back to the CRM.
2024 – Present	Business Development & AI Systems Consultant ScottKrukowski.com · Independent practice · Philadelphia, PA Contract business development for client accounts: AI-driven systems that generate leads, research prospects, and run outreach, and pitch and demo videos produced through an agent-run pipeline with AI voice-over and avatar presenters. For Mission Media (podcast advertising network): audience and performance analytics packaged into advertiser-ready reporting, and advertising operations run end to end. Founded The Wise Operator, a media brand teaching non-technical professionals to build with AI: a daily AI brief, a plain-English AI dictionary, and an AI-workstation starter kit.
2011 – 2013	Account Manager, Financial Services Bloomberg LP · New York, NY Owned success for 80+ enterprise accounts (~\$2M book) on the Bloomberg Terminal, with 40+ on-site visits a month to train users, drive product utilization, resolve issues, and surface expansion opportunities; grew book revenue 20% year over year through value-based renewals and upsell.
Earlier	NAMI Bucks County (2024 – 2025): outreach coordinator for community behavioral-health programs with the county Justice Center. Enterprise Solutions (Princeton, NJ, 2015 – 2018): go-to-market consultant for early-stage companies. Admarketplace (New York, NY, 2013 – 2014): advertising sales at 105% of quota; acquired 10 publishers, beating Q1 quota by 17%. Korn/Ferry International (Philadelphia, 2008): executive-search research. Microsoft (Redmond, 2007): finance; supported a \$1B budget report.

SKILLS & EDUCATION

AI practice	Claude Code · OpenAI Codex · ChatGPT · Claude · reusable playbooks and prompts · connecting AI to CRM, ERP data, email, and the browser through connectors and APIs · AI-assisted analysis, reporting, and financial models
Enablement	Tool setup on coworkers' machines · one-on-one coaching · user manuals and onboarding guides · plain-English documentation
Product & delivery	Requirements and acceptance criteria · backlog management · roadmap prioritization · design-first planning · test coordination and issue tracking
Platforms	Zoho CRM administration · Epicor ERP data · Google Ads & GA4 · quick to learn new platforms and tools
Education	Penn State University · B.S., Finance · University Park, PA