

ROB STICKLER

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Operations & AI Enablement — I run the floor, build the systems, and coach the people who use them.

SUMMARY

Operations leader who runs the whole operation — staffing and scheduling, sales and customer experience, and the reporting the business runs on. Seventeen years at REI Co-op across contact-center training, agent quality management, and escalation; full P&L and a team of ~30 as a restaurant general manager; most recently ran a wellness studio end to end as its only full-time operator. I build the automation an operation actually needs and coach the people who use it.

EXPERIENCE

Independent AI Operations Builder

Jun 2026 – present

- Ship and operate bestiescorecard.com, a live public AI system — an automated pipeline that harvests transcripts from 150+ podcast episodes, extracts roughly 2,000 forecasts, scores several hundred against real-world outcomes, and republishes a public leaderboard — discovery through deploy, updating with no manual step. Built 0-to-1 against success metrics defined up front.
- Build AI-orchestrated workflow and adoption systems for operations work — designing both the automation and the human-adoption path that makes the tools actually get used.
- Prototype and test workflows against real data before committing to a build, writing the prompts, evaluation criteria, and documentation that let a system be operated by someone other than its author.

Studio Manager — Plunge Performance & Recovery, Dana Point, CA

Sep 2022 – May 2026

- Ran every operating function of a wellness studio as its only full-time operator — hiring and scheduling the part-time staff who covered front-desk and floor shifts, plus sales, customer experience, and the Webflow website and SEO.
- Architected and shipped the business's automation layer solo, managing it end to end as a single project: pipelines from the MindBody booking and member-management platform, the studio's ClassPass channel, email-marketing workflows, an email-deliverability recovery system, and scheduled reporting that replaced manual pulls — defining the requirements myself and directing AI to build them. Designed for reuse rather than one-offs.
- Produced a 12-month retention and churn analysis from booking-platform data, then delivered the findings and a membership-restructure proposal to ownership — a consultative engagement with a recommendation attached, not a report.
- Migrated the full customer database into a new booking platform in-house — avoiding the provider's migration fee — and built a repository preserving the prior system's data so it stayed accessible afterward.
- Identified the recurring manual work behind the reporting burden and removed it at the source, then kept the pipelines improving as the business changed.

Customer Service & Online Sales Specialist — REI Co-op, Sumner, WA

Sep 2003 – Jun 2020

- Advanced across 17 years from call-center agent through Online Sales, Training, Service Assurance (agent QA), and Customer Service Escalation Specialist.
- **Training:** delivered contact-center training for over a decade (2005–2018), including eight years (2006–2014) running peak-season new-agent onboarding, in classroom sessions and floor-side workshops — the human-adoption side of any rollout.
- **Service Assurance (agent QA):** graded agents' live customer communications across phone, email, and live chat — with superuser access in InstantService, the co-op's chat and email platform — against documented rubrics and calibrated scoring standards, measured against service-level (SLA) targets, and coached them directly — quality management of agents' work at scale, often agents I had trained first, so the coaching landed on established rapport.
- **Escalation Specialist:** after the training and QA role was eliminated in a 2019 restructuring, competed for and won the escalation position — REI held my salary — handling the toughest escalated cases and the sensitive member matters that came with them, and protecting member relationships for a national co-op.
- **Online Sales (2008–2015):** drove online sales and triaged live-help chat agents' issues — determining what was agent-side and what was a genuine defect, and escalating the confirmed ones to the online operations team at headquarters, and took part in user acceptance testing for the co-op's 2008 site redesign, working assigned test scripts and reporting friction points. Automated the team's mail merges and other repetitive back-office work with Macro Express — the first automation I built, and the start of a throughline that runs straight to the AI systems I ship now.
- **Email operations (Online Sales):** ran back-end handling for the co-op's outbound email program — reply management and undeliverable/bounce processing in Outlook — while the sending platform itself was owned by headquarters.

Restaurant General Manager — Pizza Hut, Western Washington

1997 – 2003

- Owned full P&L and led a team of ~30 for a high-volume restaurant.
- Grew sales 40% year over year, ranking among the top-performing restaurants in the region.
- Named Manager of the Year for all Pizza Huts in Western Washington (1998); recognized at the national “Star Tracks” event in Nashville.
- Recruited, trained, and developed staff into a consistent, high-performing team, running to brand standard operating procedures across every shift.

SELECTED AI & AUTOMATION PROJECTS

- **PulseResume — open-source résumé builder.** Scoped, architected, and shipped a privacy-first web app — real-time editor, ATS-friendly PDF export, six templates, 197 automated tests, accessibility-audited, MIT-licensed. Live at pulsere Resume.netlify.app · source at github.com/rdeanstickler-star/pulsere Resume.
- **Evaluation & verification harnesses.** Deterministic checks that run unattended and verify their own output — an evaluation harness that flags questionable claims before they ship, built so that a clean exit code is never mistaken for proof the work was good.

- **AI Job-Discovery Engine.** A pipeline that pulls live job postings from multiple sources, scores each against a configurable economic model, and renders a ranked daily dashboard — deterministic, no per-run AI cost.
- **AI Knowledge Manual.** Directed a multi-agent consolidation pass over an industry-podcast knowledge base — 507 episodes and 6,184 raw topics reduced to 5,988 cross-linked, source-cited canonical topics.

SKILLS

AI enablement & adoption · AI agent automation & evaluation design · AI-directed build & automation · prompt & workflow design · project management · process improvement & continuous improvement · root cause analysis · quality management & agent QA · standard operating procedures & documentation · SLA & KPI reporting · business analytics · prototyping & experimentation · CRM & member data · training, coaching & onboarding · change management & adoption · data pipelines & reporting · cross-functional escalation · operations & process design · SEO

Tools & platforms: Claude / Anthropic API · Model Context Protocol (MCP) · Python · Git & GitHub · MindBody (booking / member CRM) · ClassPass · Webflow · Netlify · cron & scheduled automation · browser automation · Microsoft 365 (Outlook, Teams, SharePoint) · Excel & Google Sheets · JSON / structured data

EDUCATION & SERVICE

Bachelor of Arts, The Evergreen State College · U.S. Army National Guard, 1990–1996 (veteran) · Languages: English (native), Russian (working proficiency)