

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.

Training, Service Assurance & Online Sales Operations 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.
- Built the labor schedule against the demand curve — hours ran from roughly \$100 in sales to \$2,000 at peak, so the floor had to go from six people to twenty inside an hour and back, against labor standards. Hired to that curve and kept correcting the forecast as I learned where I had it wrong.
- 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 Office (Outlook, Word, Excel, PowerPoint, Access) · Microsoft 365 (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)