

Michael Perry

Workflow Automation Specialist | Business Systems Builder | Mac Technology Specialist

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PROFESSIONAL SUMMARY

Senior Business Technology Analyst with more than 20 years of experience designing technology solutions that improve business operations through workflow automation, business systems, data integration, and enterprise technology. My approach begins with understanding the business problem, selecting the right technologies for the organization's current needs while keeping an eye on tomorrow's opportunities, and delivering practical solutions that create lasting value.

CAREER HIGHLIGHTS

- 20+ years designing business systems, workflow automation, and enterprise technology solutions.
- 15+ years with Other World Computing (MacSales.com), specializing in enterprise product information and the Apple ecosystem.
- Designed and implemented internal business systems supporting 18-45 operational users across multiple staffing branches.
- Reduced orientation preparation time by approximately 50% through workflow automation and process redesign.
- Led data governance initiatives supporting an enterprise product catalog of 30,000+ SKUs during a Product Information Management (PIM) implementation.
- Accelerated software delivery by integrating AI into a disciplined engineering workflow while maintaining architectural oversight and engineering quality.

AREAS OF EXPERTISE

Business Systems & Operations: Workflow Automation, Business Process Analysis, Systems Integration, Operational Reporting, Information Architecture, Data Governance, Knowledge Management, Technical Documentation

Software Development: PHP, MySQL, SQL, HTML, CSS, JavaScript, WordPress, REST API Integration, Database Design, Legacy System Modernization, Git, GitHub

Apple Ecosystem: Enterprise Mac Technologies, Product Information Management, Hardware Compatibility, Cross-Platform Integration, macOS

AI-Augmented Engineering: ChatGPT, Codex, Prompt Engineering, AI-Augmented Development Workflows, Technical Documentation, Code Review, Development Process Optimization

PROFESSIONAL EXPERIENCE

Senior Business Technology Analyst

Sustainable Staffing Inc.

- Designed and implemented business systems supporting 18-45 users across multiple staffing branches, modernizing reporting, onboarding, workflow automation, and operational forecasting.
- Reduced orientation preparation time by approximately 50% through workflow automation and process redesign.
- Modernized spreadsheet-driven reporting into scalable database-backed applications while integrating data across multiple operational systems and introducing AI-augmented engineering practices.

Product Information Manager

Other World Computing (MacSales.com)

- Supported one of the industry's leading Apple technology companies for more than 15 years, specializing in enterprise product information and Mac technologies.
- Helped evaluate and implement an enterprise Product Information Management (PIM) platform, leading data governance, taxonomy design, migration readiness, and workflow automation.
- Designed and governed product information supporting 30,000+ Apple-focused SKUs, creating scalable information architecture and compatibility structures used across the organization.

SEO Analyst / E-Commerce Specialist

Golf Gifts & Gallery

- Helped establish two Shopify e-commerce businesses by designing their initial product taxonomy and expanding the product information repository into a comprehensive product information database.
- Developed structured product content and technical specifications that created a professional online shopping experience while improving search visibility.
- Identified opportunities to improve operational efficiency through process optimization, workflow improvements, and automation.

PROFESSIONAL PHILOSOPHY

I've never been interested in using technology for its own sake. I'm interested in helping people solve problems.

The technologies will continue to change, as they always have, but understanding the problem, choosing the right tools, and building practical solutions will always be at the center of the way I work.