

Ezra Stjarna-Shively

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Director-Level TPM | AI/ML Automation at Scale | Founder & Principal Consultant, Army of Me LLC

PROFESSIONAL SUMMARY

Director-level TPM, founder, and principal consultant. Twenty years across product design, brand strategy, UX, and operations. Currently running Army of Me LLC and Tiny Food Foundry while open to the right senior role.

AI transformation leader who removed 600,000+ labor hours over 5 years through AI/ML-enabled automation, delivering \$17M budget impact across a 2,200-person organization serving 1M+ Amazon sellers.

First in a 2,200-person organization to apply AWS Bedrock (Claude, Titan) for context engineering and statistical modeling -- diagnosed a capacity planning failure unresolved for 5+ years, cutting the forecasting error rate from 29% to under 5%.

Connects business problems to AI solutions: scopes and pilots high-value opportunities, translates operational challenges into prompt scaffolding and agent logic, and builds the cross-functional capability so AI becomes reflexive -- not exceptional. Most effective in environments where work has real-world consequence and change requires influence more than authority.

EXPERIENCE

Army of Me LLC	Founder & Principal Consultant	2025 - Present
Independent consultant. Enterprise experience, any scale.		
Tiny Food Foundry	Founder	2026 - Present
Fine jewelry brand built from zero. Cast coffee bean earrings in seven precious metals, each named after a coffee-growing region.		
Amazon -- Seattle, WA	Global Technical Program Manager II	March 2020 - May 2026

AI/ML IMPLEMENTATION

- Pioneered AWS Bedrock (Claude, Titan) adoption as first in 2,200-person org to apply generative AI for context engineering and statistical modeling; diagnosed phantom capacity masking across 934 cases -- cut the forecasting error rate from 29% to under 5%; problem had gone unresolved for 5+ years
- Eliminated duplicate idea submissions to global change management intake (23.7% to 11.0%): structured domain knowledge, matching logic, and edge cases so AI could identify semantic duplicates at submission -- removing the need for any human review of redundant intakes
- Prevented \$4.6M in duplicate reimbursements (2023) + \$4M annually: identified a single misalignment between nationwide FC receiving practices and support operations SOPs and drove standardization across 25 teams
- Lifted invoice QA scores from 90.2% to 99%, improved reimbursement accuracy by 18%, and eliminated 19,556 annual labor hours: built and deployed analyzer to process complex foreign-language FBA seller invoices across 15 marketplaces

SYSTEMS ARCHITECTURE

- Bridges technical and business teams: partnered with engineering to design and deploy a 3-phase contact routing solution; Phase 1 automated 386K annual cases, created 64 HC capacity, and served ~5M contacts without human intervention
- Identified Asana's historical data blindspot and built the solution: networked with Asana Enterprise and AWS teams, earned AWS Cloud Practitioner certification, and spec'd the first Asana API to Lambda to QuickSight pipeline enabling dynamic historical exports for change program management
- Deployed custom performance dashboards across 2,200-person org: gave operations managers, senior managers, and directors visibility into change program metrics previously impossible to track in Asana
- Lifted seller contact response rate from 9% to 88% and eliminated 200,000 annual wait-hours: identified a legacy mandatory 2-day response delay embedded in support SOPs with no documented business justification and drove its removal across multiple teams

GLOBAL PROGRAM LEADERSHIP

- Founded AIS from a 2-person pilot to a 22-person global operation across 5 regions and 2 external franchises: built the playbooks, upskilling infrastructure, and change coaching programs that channeled frontline insights into Director/VP-level strategy -- reducing burnout and turnover across 1M+ seller support operations
- Increased AIS throughput 50% YoY while reducing team from 22 to 8 FTE: continuously automated core workflows as AI matured -- demonstrating that building AI capability compounds: more output, less headcount, every year
- Built cross-org AI governance framework spanning change management, automation, learning & development, and technology; drove senior leadership alignment and Director-level approvals across multiple business functions

Carter Motors -- Greater Seattle Area Internet Sales -- Management: Sales Strategy & Digital Operations Feb 2016 - Jan 2020

Continuous improvement for digital sales operations and strategy for a multi-line automotive dealership, bridging marketing, content, and sales teams to drive measurable funnel performance. Built and refined operational processes for online lead management as digital-first car buying reshaped the industry.

- Managed 350+ inbound digital leads per month; distribution and routing of leads across the sales associate team to optimize follow-up speed and workload balance
- Used engagement and performance data to identify drop-off points in the sales funnel and drove content and messaging changes that improved lead quality and consistency
- Served as a key performance resource for the sales floor: identified coaching opportunities for new and developing team members, tracked individual progress against dealership targets, and contributed to the team meeting manufacturer sales incentive benchmarks for three consecutive years (2017, 2018, 2019)

TFG Label Consulting -- Greater Seattle Area**Founder / Creative Director**

May 2013 - Jun 2016

Founded a label strategy and regulatory compliance consultancy after identifying that small artisan meat, poultry, and organic food producers lacked the compliance literacy to get products to market. Built all operational systems from scratch: prospecting, contracts, NDAs, and end-to-end client workflows.

- Took artisan food brands from concept to market: brand strategy, label design, and full regulatory compliance for producers who lacked the infrastructure to do it themselves
- Grew and maintained a continuous portfolio of 18 clients; designed business model around rotating agricultural seasons to sustain year-round throughput
- Managed team of 3 FT and 4 PT contractors; ~85% annual client retention with attrition driven by small business closures, not churn
- Served as USDA LSAS federally certified label submitter and liaison: processed 300+ annual compliance submissions through direct federal portal access

Inspired by Food LLC -- Seattle, WA**Program Manager - Innovation & Training**

March 2010 - June 2013

Led innovation programming and staff training across 20+ person team. Drove \$1.4M revenue increase (55% growth) over 18 months.

NU Research + Design / Lextant / Sonic Rim -- Seattle, WA / Columbus, OH**Design Researcher / Research & Strategy**

2006 - 2010

Early-career human-centered design research and strategy roles across three user research consultancies.

TECHNICAL SKILLS

AI/ML

AWS Bedrock, Claude, Titan, VertexAI, MLOps, Amazon Q, Prompt Engineering, Kiro, LLM Evaluation (BLEU, ROUGE, METEOR, F1), Stable Diffusion

Cloud & Systems

AWS (QuickSight, CloudTrail, IAM, Lambda), Pathfinder/Photon/P4S, Google Apps Script, Serverless Architecture, API Integration

Automation & Tools

Visual Basic, Google Sheets CMS, ntfy.sh, Office 365, Adobe Cloud, Asana

Program Management

Context Engineering, Prompt Scaffolding, Pilot Program Leadership, OKR/KPI, Governance Framework Design, SLA Creation, Change Management at Scale, Global Stakeholder Alignment

AI/ML CERTIFICATIONS

AWS: Bedrock Prompt Engineering - Apr 2025

AWS: ML for Leaders: Generative AI - Jun 2023

AWS: Amazon Q for Business - Apr 2024

Google Cloud: MLOps for Generative AI (VertexAI) - 2024

Google Cloud: Introduction to Generative AI - 2024

Amazon Leadership Institute: Influencing Without Authority - May 2025

Amazon Leadership Institute: Sponsoring Change - Feb 2022

AWS: Technical Essentials - Jun 2025

AWS: ML Institute: ML for All - Jul 2022

AWS: Responsible AI: Foundations - May 2024

Google Cloud: ML Model Evaluation (BLEU, ROUGE, F1) - 2024

Amazon Leadership Institute: Leading Change - Apr 2025

Amazon Leadership Institute: Internal Development - Mar 2025

Amazon Bar Raiser - Talent Assessment & Cultural Fit

EDUCATION

BFA, Industrial Design - User-Centered Design Research

Columbus College of Art & Design, 2002-2006

AA, Industrial & Product Design

The Ohio State University, 1998-1999

COMMUNITY & LEADERSHIP

- Mentor, Amazon Internal Leadership Development - 4 years (2021-2025)
- Working Board Member, Auto Repair Transformation Initiative - Jan 2023 - Jan 2025
- Founder, Shively Endowed Scholarship Fund, CCAD - Aug 2016 to Present (2 students/year)