
Ten years turning messy operations into trusted data for Finning, Air Canada and Enbridge. Now I build and deploy production AI systems for real businesses: voice agents, multi-model pipelines and autonomous operations. I run discovery with the people doing the work, ship the system end to end, and put evaluation, guardrails and training around it so it holds up after launch.

AI AND PRODUCT WORK

Founder and AI Engineer, Sophon Studio

2026 to now • Calgary

- **Sophon Voice.** Built an AI phone receptionist on OpenAI Realtime, Twilio SIP and tool calling that checks live availability, holds bookings, texts links and hands off to staff. Launched on the phone lines of Rundle Bike, the rental business I co-own, then built it out as a multi-business platform with per-business portals.
- **Demo Factory.** Designed a multi-model pipeline that researches local businesses, builds a custom demo site for each, and gates every page through an AI reviewer scoring fit, specificity, voice, truth, finish and nerve before outreach is scheduled.
- **Accounts payable portal.** Led discovery and delivery for a Calgary real estate group: vendor intake, consensus OCR across three model reads with human review on any disagreement, approval chains, entity rules and payment exports. Validated with AI-run blackbox acceptance tests on real invoices.
- **Autonomous sales desk.** Runs scheduled agents for inbox triage, follow-ups and outreach, each with a runbook, ledger, stop switch and draft-only mode for sensitive channels, plus a nightly manager agent that reviews and adjusts the others.
- **Rundle Bike.** Built the booking platform for the e-bike rental business I co-own: dynamic pricing, staff check-in app, hotel partner QR programs and a chatbot grounded in real customer questions.
- **Client platforms.** Built and deployed Full Spread Party (event booking), Kästle Canada (pro-deal ordering), Element Cycle (ecommerce) and Ski & Bike Haus (multi-shop marketplace).
- **AI delivery method.** Routes work by head-to-head model tests, keeps builders and reviewers separate, uses cross-lab review between Claude and GPT, and settles major plans through multi-round model councils. Lessons are captured as reusable skills and runbooks.

ENTERPRISE EXPERIENCE

Senior Business Intelligence Analyst, Finning Canada

2021 to now

- Build analytics products for the world's largest Caterpillar dealer covering component pricing and replacement decisions, reliability, fleet availability, parts, inventory and finance.
- Revived and shipped a component profitability product that had stalled for over a year.
- Translate pricing, warranty and replacement-period rules into consistent, tested calculations, with scenario tests for boundaries, missing inputs and effective dates.
- Lead source discovery for an ERP transition, so teams choose replacement data on evidence rather than look-alike table names.

- Trained teammates to use AI in their daily work and evaluated AI coding assistants and model setups for analytics tasks.

Analytics Consultant, SDK Tek Services for Air Canada

2018 to 2020

- Supported a major passenger-service system migration: mapped legacy logic to enterprise data warehouse standards, modernized reporting in Power BI and Tabular models, and validated releases across environments.

Business Intelligence Consultant, Hitachi Solutions for Enbridge

2016 to 2018

- Helped deliver one of Enbridge's early production DirectQuery Power BI deployments, aligned data architecture with business needs, and built reporting patterns reused by other business units.

Earlier: should-cost analysis at Cenovus Energy, spend and sourcing analysis at ConocoPhillips Canada, fleet performance KPIs at the Alberta Energy Regulator, and SQL training for self-service analysts at Calgary Foothills Primary Care Network.

SKILLS

AI and agents	Claude Code, Codex, OpenAI Realtime, Anthropic and OpenAI APIs, MCP, multi-agent orchestration, model evaluation, browser automation
Build and ship	Node, Express, Next.js, TypeScript, Prisma, Postgres, WebSockets, Twilio, Stripe, Railway, Cloudflare
Data	SQL, Power BI, DAX, Power Query, Microsoft Fabric, Azure Data Factory, Snowflake, Databricks, Teradata
Delivery	Discovery workshops, requirements, UAT, Agile, change management, training

EDUCATION

Bachelor of Commerce, Haskayne School of Business, University of Calgary
Business Intelligence Data Analysis and Reporting, SAIT
Project Management Professional (PMP), PMI