

JOHN BURCHECI

AI OPERATIONS & IMPLEMENTATION LEADER | AI PRODUCT DEVELOPMENT | BUSINESS SYSTEMS AUTOMATION

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PROFESSIONAL SUMMARY

Technology and operations leader combining 22 years of business ownership and project delivery with hands-on AI product development, workflow automation, digital marketing and technical problem-solving. Architected and delivered an integrated elder-care placement operations platform spanning CRM, intake, matching, provider records and marketing attribution, including migration of 163 contracted providers; also completed two AI-enabled consumer applications. Translate complex operational problems into requirements, working systems and accountable execution. Comfortable independently working with terminals, GitHub, code, databases, debugging and deployment, while orchestrating AI-assisted development and rigorous review.

CORE CAPABILITIES

AI implementation: Business process discovery • AI-assisted application development • Agent and workflow orchestration • Requirements and technical scoping • Human review and safeguards

Delivery & operations: End-to-end product delivery • Automation and CRM • Cross-functional leadership • Testing and defect resolution • Data migration • Deployment and iteration

Technology & growth: APIs/webhooks • Python, JavaScript/TypeScript and SQL workflows • Git/GitHub • Database operations • SEO, paid media, funnels and analytics

SELECTED AI & SOFTWARE IMPLEMENTATION EXPERIENCE

Independent AI Product & Systems Development | Founder / Product & Technical Lead

2022–Present | Washington

- Originate and direct AI-driven applications from problem discovery and product definition through workflow architecture, implementation, debugging, technical reviews and completion.
- Use independent technical skills and AI coding systems together: operate terminals and repositories, review/edit code, troubleshoot integrations, configure databases, manage deployments and coordinate multi-model evaluation.

ACS PROVIDERS — Completed business platform 2026

- Architected and delivered a custom cloud-based care-placement operations platform for a family-owned elder-care business, unifying public web experiences, protected CRM, family intake and provider workflows.
- Designed three progressive Care Finder funnels supporting early lead capture, structured family assessments, referral/disclosure steps, advisor review and follow-ups across the placement journey.
- Led migration and reconciliation of 163 contracted providers; implemented needs-based provider matching using care requirements, location, budget and provider attributes, alongside agreement and availability workflows.
- Integrated CRM pipelines, tours/placements, referral and commission tracking, provider agreement/document management, internal Marketing Studio, landing pages, Google Ads and campaign attribution.
- Directed Cloudflare Workers, D1 and R2 architecture with protected role-based admin access, TEST/REAL data isolation, QA, security review and production release; platform complete, acquisition campaigns ongoing.

GROWTHFORGE AI — Completed application 2026

- Developed an AI-guided personal development product with structured assessments, individualized improvement plans, progress tracking and adaptive coaching interactions.

JUST PUSH — Completed application 2026

- Developed a push-up training and accountability application centered on daily targets, set logging, streaks, goal progression, social challenges and AI coaching.

PHOENIX TRADING ENGINE — Active technical development 2026

- Directed a deterministic, risk-first Rust/Python systems architecture; coordinated adversarial reviews, failure remediation and milestone testing across event processing, accounting and paper execution workflows.

BUSINESS OWNERSHIP, OPERATIONS & LEADERSHIP

BroBuilds LLC | Owner, CEO & General Contractor

2019–Present | Washington

- Lead whole-home remodeling engagements from customer discovery and project scoping through subcontractor coordination, on-site execution, quality oversight and client delivery.
- Own sales and customer relationships; use SEO, keyword strategy and paid advertising to develop demand for construction services.
- Recovered an unfinished Lake Washington residence after the prior general contractor left the home at the framing stage; performed flooring and bathroom tile work and stepped in as general contractor to complete remaining construction.

About Grout LLC | Construction Business Owner / Co-Owner

2004–Present | Washington

- Founded and operated a specialty flooring, tile and bathroom remodeling business for over two decades, including approximately 20 years of co-ownership; directed installations, client relationships, crews and subcontractors.
- Served as a shower and floor-tile subcontractor on Tulalip Casino work; operated with 20 employees and managed work involving a workforce of up to 60 personnel.
- Established repeat business and referrals through direct-mail outreach, hands-on craftsmanship, long-term client relationships and reliable project execution.

AdsForYou | Founder / Digital Advertising

Two-year agency venture

- Provided paid traffic and marketing services for client websites, managing \$20,000 in advertising spend and campaigns that delivered 30%–79% return on investment.

SELECTED COMPLEX PROJECT DELIVERY

- Directed the rezoning and subdivision of an approximately half-acre parcel into three lots, completing the process through recording with Snohomish County.
- At age 18, purchased and demolished a home, personally contributed to construction and completed a 3,200-square-foot replacement residence.
- Built a finance-focused YouTube channel to more than 500,000 subscribers and 1 million views, applying content positioning and digital audience-growth techniques.

ADDITIONAL TECHNICAL WORK, PUBLICATIONS & EDUCATION

Other systems: SynthoSphere multi-agent architecture and governance; Everything OS business automation platform; AI Switchboard multi-model development workflows (ongoing development/research).

Tools and environments: ChatGPT, Codex, Claude, Grok, Gemini, Lovable; Git, APIs, Python, Rust architecture, JavaScript/TypeScript, SQL, React/Vite, Supabase/PostgreSQL, Cloudflare and Google Analytics/Ads.

Publications: Author of two published books: *From Data to Divinity* and *Choices* (published under the name JB Burch).

Education: Bellevue Community College — Running Start business coursework.

Advanced Marketing Study & Practice (2009–Present): 17+ years of intensive independent study and professional application in consumer psychology, persuasion, direct-response copywriting, SEO, paid advertising, conversion funnels, brand positioning, campaign strategy and analytics.

Additional Independent Study: AI, systems design, psychology and behavioral science.