Jason B. Smith

Operations and Business Systems Leader | ERP, Data and AI Automation | Former General Manager, Founder with an Exit

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PROFESSIONAL SUMMARY

Operations and business systems leader with 25 years across manufacturing, retail, e-commerce and data businesses. Former General Manager with P&L responsibility for a 72-person custom manufacturing operation with over $50M in annual revenue. Founder who bootstrapped a healthcare data company to $1.7M in revenue at 35%+ net margins and sold it in December 2025. Hands-on builder: led a three-month Microsoft Dynamics ERP implementation, wrote point-of-sale, inventory and e-commerce systems, and in 2026 built about 200,000 lines of production software, including data pipelines processing 300M+ records a day and AI agents that run routine business operations. Works alongside executive teams to map how work and data move, fix the slowest parts first, and leave systems people can run.

CORE SKILLS

Operations leadership: P&L management, manufacturing operations, production planning, quality control, warehouse and inventory management, supply chain, plant transition, cross-functional team leadership

Business systems: ERP and MRP implementation (Microsoft Dynamics NAV / Navision, Microsoft Dynamics GP), EDI, point-of-sale, e-commerce platforms, CRM, systems integration, process improvement, reporting and dashboards

Data and analytics: SQL, PostgreSQL, data pipelines, ETL, data quality monitoring, business intelligence, KPI dashboards, Google Cloud (Cloud Run, Cloud Storage)

AI and automation: AI agents, workflow automation, business process automation, large language model APIs (OpenAI, Anthropic Claude), human-in-the-loop approval workflows

Go-to-market: marketing operations, marketing automation, lead scoring, outbound and email automation, digital advertising, programmatic media (LiveRamp, The Trade Desk, DV360, Meta), web analytics

Software development: TypeScript, React, Python, VB.NET, VBA, REST APIs, AI-assisted development

PROFESSIONAL EXPERIENCE

Founder and Principal, SCAIL LLC

Vancouver, WA | December 2025 – Present

SCAIL (scale + AI) is my own company. It holds the software and data ventures I have built since selling Audience Synergy, and my project work for other companies. All software below was built by me using AI coding tools, with no contractors.

- Designed and built JustSearched, an audience data business that runs on AI agents with human approval at key decisions. Research, audience building, data delivery, monitoring and billing run on their own, and operating it takes 5 to 10 hours a month.
- Built a data pipeline in TypeScript, PostgreSQL and Google Cloud Run that processes 300M+ records a day, with automated quality checks and alerting.
- Launched a catalog of over 1,000 audiences live across major advertising platforms through the LiveRamp marketplace, reaching profitability within nine months without outside capital.
- Built a self-service customer platform covering AI-assisted audience building, delivery to ad platforms, and automated billing.
- Built research agents that turn a job posting or a degree program into a targetable audience, and a tool that produces a full compliant banner ad set from one link.
- Built a go-to-market system with lead scoring, outreach automation, competitor monitoring and a single owner dashboard.

Founder and CEO, Audience Synergy, LLC (acquired December 2025)

March 2016 – December 2025

Healthcare data and programmatic media company. Bootstrapped, profitable, and sold to private buyers.

- Grew revenue to $1.7M with 35%+ net margins over ten years, with no outside capital, a contractor team of up to 10 and no full-time hires.

- Built a national database of nurses across 72 roles, about 5 million records, then extended coverage to physicians, pharmacists and allied health through revenue-share data partnerships.
- Moved the business through five models, from newsletter publisher to programmatic media partner to self-service data provider on LiveRamp, The Trade Desk, DV360 and StackAdapt.
- Stayed profitable every year after losing the largest client in 2022, because overhead was variable and partnerships were revenue-share.
- Personally built the database, the import and cleaning code, partner integrations, audience delivery to Meta, and the automation that kept marketplace audiences current.
- Published Modern Nurse Magazine, a daily newsletter with 500,000+ subscribers at its peak.
- Retained by the new owners as transition consultant through September 2026 to hand over data assets, platform relationships and operations.

Founder and President, NW Scrubs, Inc.

Portland, OR | October 2007 – February 2016

Medical uniform business spanning e-commerce, three retail stores and custom garment decoration. Peak revenue $2.8M with about 16 staff.

- Wrote the multi-store point-of-sale and inventory system (Access and VBA front end, shared SQL back end) with min/max EDI replenishment across five vendors.
- Coded the drop-ship e-commerce site in VB.NET with daily vendor catalog and availability sync, EDI ordering, and integration with Microsoft Dynamics GP.
- Managed the production and warehouse team for embroidery and group-uniform orders, about 20% of revenue, serving hospitals, clinics and schools.
- Sold uniform programs to large healthcare employers.

General Manager, RAD Technologies

Hillsboro, OR | July 2004 – December 2006

RAD acquired the custom manufacturing division of Arrow Electronics. Promoted from Manufacturing Manager to VP of Manufacturing to General Manager.

- Held P&L responsibility at age 27 for over $50M a year and 72 people across sales, purchasing, engineering, production, quality and warehouse.
- Led the facility's Microsoft Dynamics NAV (Navision) ERP implementation for about 30 users in three months, replacing a terminal-based system, so the new owner could operate from day one.
- Led the transfer of production to Mexico and the orderly closure of the local facility.

Manufacturing Manager, Arrow Electronics

Hillsboro, OR | January 2001 – July 2004

Custom cable and electromechanical assembly for original equipment manufacturers. Promoted from Inside Sales to Sales Manager to Manufacturing Manager.

- Managed a sales team of 8 inside and 3 outside representatives, then production, warehouse, quality control and engineering.
- Taught myself the legacy system's programming language and wrote sales and purchasing reports that saved thousands of hours of manual lookup on lead times and build capacity.
- As account manager for InFocus, the largest customer, grew the account from $10M to over $20M a year in 18 months and won a company sales award.

EDUCATION

Bachelor of Science in Business Administration (BSBA), Marketing, University of Delaware. Coursework included two years of mechanical engineering study.