Jason B. Smith

Business Systems, Data and AI Automation Leader | Data Pipelines, AI Agents, Marketing Operations | Founder with an Exit

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PROFESSIONAL SUMMARY

Builder and operator of data and automation systems. In 2026 built about 200,000 lines of production software solo: a data pipeline processing 300M+ records a day, a self-service customer and billing platform, production AI agents with human approval at key decisions, and the go-to-market automation and dashboards that let one person run the business. Before that, founded and bootstrapped a healthcare data company to $1.7M in revenue at 35%+ net margins and sold it in December 2025. Earlier, General Manager with P&L of over $50M a year who led a three-month ERP implementation, so the systems are designed by someone who has run the operation they serve.

CORE SKILLS

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

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

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

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

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

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.

- Built a data pipeline in TypeScript, PostgreSQL and Google Cloud Run that processes 300M+ records a day, with automated quality checks and alerting.
- Built a product pipeline of scheduled AI agents that researches, ranks, sizes and builds new audiences, with a person approving concepts and final builds through review tools and a nightly monitor checking every stage.
- Built a self-service customer platform in TypeScript, React and PostgreSQL with AI chat for audience building, delivery into customer Meta ad accounts, usage tracking and Stripe billing.
- Deployed production Claude managed agents with shared memory 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.
- Automated marketplace operations with Playwright and Python: upload files, segment and taxonomy sync, stuck-segment alerts, and distribution to The Trade Desk and DV360.
- Built a go-to-market system with AI lead scoring, LinkedIn and cold-email automation, competitor ad monitoring and one owner dashboard. An email validation gate cut bounce rate from 17.4% to 3.7% in a 305-send test.
- Built signal-based outbound: agents find a trigger event, qualify the company, identify the right contact, verify the email and leave a draft for a person to send.
- 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.
- Run it as one operator covering eleven functions a company would normally staff, from research and data operations to billing and monitoring. Operating it takes 5 to 10 hours a month.

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.
- Personally built the database, the import and cleaning code, partner integrations, audience delivery to Meta, and the automation that kept marketplace audiences current.
- 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.
- 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.

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.

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.

- 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.