

GUNNAR NEUMAN

AI IMPLEMENTATION | BUSINESS SYSTEMS | PRODUCT

Milwaukee, WI | (608) 445-6191 | gunnarneuman14@gmail.com | gunnarneuman.com

PROFILE

Business and product professional focused on practical AI implementation across client delivery, sales operations, product launches, and user adoption. Maps existing workflows, identifies where AI adds value versus deterministic software or human judgment, and turns that analysis into functional prototypes, pilot plans, and measurable implementation criteria.

EXPERIENCE

Independent Product Development

Milwaukee, WI

Independent AI Product & Implementation

Oct 2025 - Present

- Designed and built a home-services CRM demonstration modeling AI-assisted workflows across customer calls, lead qualification, call summaries, follow-up, quote preparation, appointment coordination, and review management, with human approval controls for customer-facing actions.
- Defined the CRM's implementation logic beyond the demo: where AI should be used versus deterministic software, failure and fallback behavior, pilot scope, user controls, and metrics that would determine whether a real deployment should expand or stop.
- Built Steward, an AI-enabled personal finance prototype combining transaction data, budgeting, bills, debt, goals, and proactive alerts while keeping financial calculations deterministic and limiting AI to structured interpretation of verified data.
- Built PrepMe, a functional AI interview platform that uses a candidate's resume and target job description to generate and conduct a personalized live mock interview; additional builds include a testnet token-launch workflow and a custom topography/e-commerce product.

Direct Supply

Milwaukee, WI

Account Manager

Jul 2026 - Present

- Manage senior-living customer accounts, uncover purchasing and project needs, coordinate product solutions, and partner with Capital Sales Consultants on larger opportunities.
- Work across customers, internal sales resources, product information, and operational constraints to move requests from discovery through a workable next step.

TouchPoint Marketing Solutions

Denver, CO

Founder

Mar 2023 - Oct 2025

- Led client discovery and translated business goals into practical digital strategies across websites, e-commerce, customer acquisition, reporting, and supporting business workflows.
- Managed engagements from scoping and strategy through implementation, launch, performance analysis, optimization, and handoff to clients responsible for operating the finished work.
- Used campaign and customer data to identify opportunities, communicate ROI, adjust priorities, and connect marketing activity to business outcomes.
- Coordinated timelines, budgets, vendors, and client stakeholders across concurrent projects while remaining accountable for delivery and client communication.

Sub-Zero Group, Inc.

Madison, WI

Sales Rotational Program

Jun 2020 - Feb 2023

- Selected as the inaugural participant in a 2.5-year rotational program spanning sales operations, product marketing, product launch, showroom sales, and dealer support.
- Built custom Power BI reporting tools and trained external sales teams to adopt them, helping users access and apply sales data in day-to-day selling and account management.
- Supported cross-functional product launches through competitive research, positioning, naming, imagery, sales materials, and retail execution.
- Gathered dealer and distributor feedback, supported product training, and translated product information into practical sales and customer-facing resources.

EDUCATION

University of Wisconsin-Milwaukee | Bachelor of Business Administration

Majors: Marketing and Supply Chain Management | Central European International Business Program

SKILLS

AI & Implementation: workflow mapping, AI-enabled workflow design, human-in-the-loop systems, tool calling, structured outputs, prompt design, requirements definition, pilot design, evaluation and error analysis

Business: stakeholder discovery, client management, sales operations, cross-functional delivery, user training and adoption, ROI communication, go-to-market

Tools & Technologies: OpenAI API, Anthropic API, Twilio, Supabase, Power BI; AI-assisted development with React and TypeScript; Claude, Cursor, Codex, v0