

ALEXANDER ESTRELLA

Technical Product Manager | ERP Platforms, Integrations, AI-Enabled Workflow Automation

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PROFESSIONAL SUMMARY

Curious by nature, Technical Product Manager and software builder who thrives where product, technology, and people meet. I came up through healthcare billing, legal operations, ERP consulting, cloud systems, and hands-on engineering, so I understand both the business workflow and the technical path to improve it. I lead with low ego, clear communication, healthy team dynamics, practical execution, and useful outcomes. Proven impact includes productizing a cloud hosting offering from roughly 4 clients to 40+, contributing to \$1M+ in hosting revenue, standardizing migration tooling across 1M+ financial records, and reducing manual consultant effort by approximately 30%.

IMPACT SNAPSHOT

\$1M+ hosting revenue Scaled a cloud ERP hosting offering from early adoption to 40+ clients.	1M+ financial records Owned migration tooling and standards for modern SaaS ERP migrations.	30% efficiency gain Reduced manual consultant effort through reusable ETL and validation patterns.
\$500K+ delivery impact Contributed consulting/software value across ERP, cloud, automation, and support.	20+ Azure migrations Moved Sage 300 CRE clients into secure Azure-hosted environments.	Open-source product Built ATerminal for secure browser/mobile access to local CLI workflows.

PROFESSIONAL EXPERIENCE

Aktion Associates

May 2025 - Jul 2026

Software Engineer, ERP Migration & AI Strategy

Remote

- Drove product direction for reusable ERP migration tooling and internal IP, helping shift a services organization toward repeatable, software-enabled delivery instead of one-off implementation work.
- Led discovery, technical scoping, and solution planning for ERP integrations and migrations, including architecture, data flows, business rules, requirements, risks, estimates, acceptance criteria, and delivery approach.
- Translated SME and accounting-team requirements into configurable product logic using SQL tables, JSON configuration, validation rules, and mapping standards across chart of accounts, dimensions, vendors, customers, jobs, and cutover criteria.
- Owned delivery of migration tooling supporting 10+ client migrations across 1M+ financial records with zero data-loss outcomes.
- Standardized ETL, validation, reconciliation, exception handling, and migration workflows, reducing manual consultant effort by approximately 30% while improving repeatability, visibility, and quality.
- Served as a cross-functional technical leader aligning consultants, project managers, leadership, and client stakeholders around integration strategy, migration standards, and reusable delivery patterns.
- Built ERP automation and partnered on AI-enabled workflow initiatives that improved migration accuracy, reduced manual transformation work, and identified high-leverage areas for reducing repetitive consulting effort.

Acumen Information Systems

Mar 2023 - May 2025

Product Manager / Technical Consultant, Cloud & ERP Solutions

Clermont, FL

- Helped productize the Acuzure cloud hosting offering, scaling it from roughly 4 clients to 40+ clients and contributing to \$1M+ in total hosting revenue.
- Owned product development and delivery strategy for hosted ERP environments, client automation, internal tools, ticketing workflows, cybersecurity training, and operational systems.
- Ran discovery with clients, consultants, and leadership to identify workflow pain, define requirements, prioritize work, and shape the hosted offering and internal tooling roadmap.
- Contributed \$500K+ in annual consulting and software delivery impact through ERP support, integrations, reporting, troubleshooting, implementation, automation, and client workflow improvement.
- Designed and managed Azure-hosted ERP environments across AVD, Azure VMs, Windows Server, SQL Server, networking, VPN, backups, monitoring, endpoint security, and remote-access patterns.
- Migrated 20+ clients from on-premise Sage 300 CRE environments into secure Azure-hosted infrastructure and led Microsoft/Azure tenant consolidation through an acquisition.
- Built internal tools and automation using JavaScript, Power Automate, PowerShell, Bash, SQL, and API integrations to reduce manual work and improve service delivery.
- Created an internal cybersecurity awareness and phishing-simulation platform, reducing external-vendor reliance while improving employee education and security culture.

EARLIER OPERATIONS AND CUSTOMER WORKFLOW FOUNDATION

- **Clermont Radiology - Operations & Claims Specialist (PIP); Help Desk Apprenticeship:** Co-managed PIP claim workflows across insurance verification, claim follow-up, documentation, billing accuracy, payments, HIPAA/HCFA/CPT compliance, and resolution timelines; completed hands-on IT support for workstations, connectivity, access, and troubleshooting.
- **Dan Newlin Injury Attorneys - Legal Assistant:** Supported high-volume legal operations across insurance coverage analysis, wage-loss claims, rental coverage, policy-limit requests, invoices, client communication, document routing, and case-file management.

- **Universal Studios Hollywood - Event Assistant:** Supported event operations, guest experience, team coordination, safety procedures, crowd flow, and high-volume service delivery in a fast-paced environment.

FEATURED PRODUCT AND SELECTED PRODUCT WORK

- **ATerminal:** Designed, built, and launched an open-source, self-hosted browser terminal that gives secure desktop/mobile access to local CLI workflows over a private Tailscale network, with PWA install support, push notifications, Socket.IO, xterm.js, Node.js, and AGPL-3.0 licensing.
- **ERP migration platform:** Reusable migration tooling, mapping frameworks, validation checks, reconciliation patterns, exception handling, and delivery standards for SaaS ERP migrations.
- **Cloud hosting productization:** Repeatable Azure-hosted ERP service model with infrastructure standards, onboarding patterns, monitoring, backups, support workflows, and remote-access patterns.
- **Reporting and financial workflows:** GL, AP, AR, banking, job cost, payroll, reconciliation, SQL scripts, macros, ERP reporting, and client accounting workflow support.
- **AI-enabled delivery strategy:** Applied AI/workflow automation thinking to reduce repetitive migration, transformation, reconciliation, and operational work.

REPRESENTATIVE PRODUCT AND TECHNICAL INITIATIVES

- **ERP financial reconciliation:** Analyzed Procore/Sage Intacct bill, credit, reverse-conversion, and project-level reconciliation gaps involving tens of millions in missing bill data and financial workflow exposure.
- **Sage Intacct reporting:** Troubleshoot job-cost and GL reporting logic across as-of-date filters, prompt variables, SQL/XML, batch-date casting, grouping behavior, and user-facing reporting expectations.
- **Certified payroll application:** Supported a business-critical WinForms payroll workflow involving job group overrides, portal-driven compliance changes, data binding, export logic, and performance improvement.
- **Email-to-work-order automation:** Worked through Graph API-style folder scanning, staging-table design, and scheduled sync concepts to automate ticket/work-order creation from operational email workflows.
- **Financial operations automation:** Supported ACH/NACHA formatting, vendor/customer/project syncs, payment/reconciliation workflows, macros, scripts, and accounting process improvements across ERP environments.

PRODUCT LEADERSHIP OPERATING STYLE

- Frame work around the customer problem, operational cost, measurable outcome, and business reason before jumping to a feature or technical solution.
- Work comfortably with directors, consultants, engineers, accounting SMEs, and client stakeholders to translate ambiguity into requirements, standards, and delivery plans.
- Balance product value, usability, feasibility, viability, risk, and change management so teams build things that can actually be adopted and supported.
- Create repeatable systems, documentation, tooling, and playbooks that make teams faster and less dependent on heroics or tribal knowledge.

CORE SKILLS

Product	product discovery, customer interviews, requirements, workflow analysis, problem framing, roadmapping, prioritization, KPIs/outcomes, stakeholder alignment, launch/readiness, playbooks
Technical PM	architecture discussions, data flows, integration design, risk analysis, feasibility tradeoffs, acceptance criteria, delivery coordination, estimation, implementation standards, RCA
Engineering	JavaScript, Node.js, Express, React, C#, Python, VB.NET, SQL/T-SQL, REST APIs, JSON, XML, ETL pipeline design, automation, scripting
ERP and Platforms	Sage 300 CRE, Sage Intacct, Acumatica, Procore workflows, construction accounting, job cost, certified payroll, GL/AP/AR/banking, migrations, reconciliation, reporting
Cloud/Ops	Microsoft Azure, Azure VMs, Azure Virtual Desktop, Windows Server, SQL Server, Exchange, Teams, IIS, networking, VPN, DNS, backups, monitoring, tenant consolidation
AI/Cyber	AI-enabled workflows, LLM-assisted automation, MCP concepts, Power Automate, PowerShell, Bash, security awareness, phishing simulation, endpoint/infrastructure security

CERTIFICATIONS AND EDUCATION

Certifications: CompTIA A+, Network+, Security+, PenTest+, CASP+; Velixo; Sage Cloud. **Education:** Lake-Sumter State College.