

CHRISTOPHER BAKER

AI Transformation & Product Leader | Applied AI, Workflow Automation & Zero-to-One Delivery

Fort Lauderdale, FL | 303-668-9199 | Christopher@StoryFlow.Social

Portfolio: storyflow.social/portfolio/ | linkedin.com/in/chrisweb

PROFESSIONAL SUMMARY

Founder/operator and hands-on AI product leader with 28+ years across technology and business systems, including 14+ years owning products end to end. Understand how work actually happens, identify the bottleneck, and carry solutions from discovery through implementation, deployment, and adoption. Combine current AI-product delivery, earlier enterprise systems experience, commercial ownership, and extensive facilitation to connect business needs with practical technical decisions.

SELECTED IMPACT

- Built and operated **StoryFlow.Social** from concept through launch and iteration; successfully onboarded **hundreds of authors** into a subscription SaaS workflow for AI content, human review, and social publishing.
- Built and modernized **NewFortune.ai**, integrating conversation, speech, generated imagery, and PDF deliverables with asynchronous processing, session safeguards, and controlled production releases.
- Led the redesign and automation of Amazon Herb accounting and affiliate-payout workflows, reducing processing from **up to 48 hours to approximately 30 minutes**.
- Supported EAS.com and Bodyforlife.com at **3 million daily users**; independently built a CMS enabling writers to manage thousands of articles and reusable content elements.

CORE CAPABILITIES

AI transformation & deployment | Problem framing & systems thinking | Workflow discovery & process redesign | Zero-to-one product ownership | Product judgment & portfolio prioritization | Engineering-ready requirements | AI coding-agent direction & verification | Rapid prototypes & POCs | APIs & integrations | Human-in-the-loop systems | Production reliability | Customer discovery | Executive communication | GTM, adoption & value realization

EXPERIENCE

Unified Technologies LLC - Founder | AI Transformation, Product & Automation

Fort Lauderdale, FL | Mar 2013 - Present

Own product direction, customer discovery, architecture, implementation, commercial execution, and operations across founder-operated software products and client services.

- Made product and portfolio tradeoffs using customer feedback, usage and conversion signals, technical risk, market context, and delivery constraints to determine what to build, improve, defer, simplify, or stop.
- Converted ambiguous stakeholder needs into executable work: scope, dependencies, workflow states, expected behavior, acceptance criteria, validation, failure handling, and operational requirements.

StoryFlow.Social - Founder / AI SaaS Product & Deployment Builder

Video demo: storyflow.social/#storyflow-demo

- Built a subscription SaaS platform around authors' recurring marketing needs, owning concept, positioning, pricing, onboarding, subscriptions, and the workflow from author/book context through AI copy and image generation, approval, and publishing.
- Identified **persistent brand context** as the underlying need when users requested direct LLM prompting; used onboarding friction, connection failures, review behavior, support, campaign, and conversion signals to prioritize improvements.
- Personally implemented landing pages, structured inputs, review/approval states, subscription flows, publishing controls, and application logic using WordPress/WooCommerce, PHP, JavaScript, HTML/CSS, SQL, REST APIs, OAuth, and webhooks.
- Orchestrated Amazon-profile ingestion, structured data, strategy-driven generation, and Facebook/Instagram publishing through n8n, APIs, queues, and human-review states; configured six drafts daily, a controlled two-post queue, and two approved posts per day.

StoryFlow.Social — continued

- Directed AI-assisted implementation with defined goals, repository/workflow context, constraints, and validation criteria; reviewed changes, tested behavior, diagnosed failures, and revised or rejected output while retaining architecture, security, and production accountability.
- Productionized multi-model workflows with validation, error handling, review gates, logging/monitoring, backup/recovery, Docker/Linux, and Katalon regression testing to preserve supportability, practical governance, and human control.

NewFortune.ai - Founder / Multimodal AI Product & Deployment

Interactive AI demo: newfortune.ai/invite/?context=demo

- Built a guided AI subscription experience combining conversational workflows, speech-to-text, text-to-speech, generative imagery, and downloadable PDFs through Flask and asynchronous Celery/Redis processing; designed interactions to clarify AI use and preserve human judgment.
- Implemented per-reading session isolation, stale-request/result checks, state-reset safeguards, and rate-limit handling to keep asynchronous outputs aligned with the correct reading and user experience.
- Moved image preparation into background tasks with caching/reuse and faster polling; separated backend readiness from frontend presentation timing to reduce waiting while preserving narration and image transitions.
- Modernized AI workflows with the OpenAI Responses API; established Git-based development-to-production delivery using Codex in VS Code, reviewed diffs, isolated services, validation checkpoints, targeted deployments, backups, and rollback procedures.

CommunityAuthors.com - Co-Owner / Product, Automation & Client Solutions Lead

- Built and operated Amazon advertising automation serving **hundreds of customers** and managing up to **5,000 ads per customer**; peak campaigns generated approximately **70–90%** more attributable revenue than ad spend before later Amazon ecosystem changes altered the economics.
- Led discovery, sales, and solution conversations with technical and nontechnical clients; translated goals and workflow constraints into demonstrations/prototypes, websites, integrations, security improvements, automation, implementation plans, launches, and ongoing guidance.
- Owned positioning, audience messaging, SEO/content, landing pages, email/sales funnels, onboarding, and customer communications; used audience response, customer feedback, analytics, campaign signals, and support needs to refine offers and service priorities.
- Led weekly learning and critique groups for 14 years, supported thousands of writers internationally, taught audiences of 80+, and delivered domestic/international workshops and a structured video curriculum with self-service learning resources.

Amazon Herb Company - Director of Information Technology

Jupiter, FL | May 2009 - Feb 2012

- Hired and managed **3–4 direct reports**, owning technical delivery, business systems, production reliability, and cross-functional support; partnered with executives, sales, marketing, operations, and end users.
- Led the redesign and automation of accounting and affiliate-payout workflows, reducing a **24–48 hour process to approximately 30 minutes** and replacing labor-intensive operational work with a repeatable system.
- Delivered revenue-supporting .NET e-commerce solutions with dynamic multi-site experiences, customer-specific offerings, Exigo CRM, API integrations, promotions, coupon systems, automated email campaigns, and business-system improvements on fast recurring delivery cycles.
- Balanced new development, operational continuity, technical risk, and limited team capacity while translating business priorities into practical technology roadmaps and implementation decisions.

EAS / Abbott Laboratories - Webmaster / Programmer Analyst (Web Development, TPM, DBA)

Golden, CO | Aug 2000 - Aug 2007

- Supported EAS.com and Bodyforlife.com at 3 million daily users as a primary contact for production incidents, root-cause diagnosis, remediation, stakeholder communication, and service continuity; expanded into application development and database administration.
- Independently built a custom CMS enabling 3–4 writers to manage reusable content and dynamically update major site sections, reducing developer-dependent publishing and improving content relevance and searchability.

EAS / Abbott Laboratories — continued

- Gathered requirements with marketing/content teams and built custom CMS, e-commerce, recipe, community/guestbook-blogging, and ASP.NET intranet applications, translating publishing and business rules into maintainable workflows and tools.
- Owned development/staging/production environments, releases, revision control, reverse proxies, and production support; managed SQL Server tuning, indexing, backups, and data integrity.
- Supported an Oracle E-Business Suite 11i migration, SSO, and cross-site content/search integrations, coordinating with business, marketing, content, database, and infrastructure stakeholders.
- Retained through the Abbott acquisition as the Golden office contracted from roughly 250 employees to 12–14; traveled to Columbus for transition work and was offered relocation.

ADDITIONAL EXPERIENCE

Kinsail Corporation - Web Developer: programmed proprietary systems supporting the IRS | Saint Thomas, USVI | Oct 2012 - Feb 2013

Kottmann, Inc. - Webmaster: built and maintained websites and applications for the Criminal Justice Network intranet supporting local law enforcement, military, and FBI users | Miramar, FL | Nov 1998 - Apr 2000

Morris Media - Web Designer/Developer: designed websites, logos, 3D graphics, visual assets, and custom scripts for client organizations | Fort Lauderdale, FL | Oct 1997 - Oct 1998

TECHNICAL, PRODUCT & PLATFORM EXPERIENCE

AI & automation: OpenAI Responses API, image generation and speech APIs, ChatGPT, Anthropic Claude, Google Gemini; OpenAI Codex in VS Code; prompt design/evaluation, agentic workflows, n8n cloud/self-hosted, Apify, human-review controls, and AI-assisted software delivery.

Product, experience & transformation: Workflow discovery, business architecture, zero-to-one delivery, strategy/roadmaps, portfolio prioritization, engineering-ready requirements, workflow states, acceptance/validation criteria, information architecture, interaction design, onboarding/form clarity, prototypes/POCs, adoption, and value realization.

Solutions, implementation & customer lifecycle: Discovery, solution mapping, demonstrations, technical presentations/Q&A, customer-value translation, third-party connectors, integration/testing, release readiness, go-live support, escalation/blocker resolution, executive-ready documentation, playbooks, and customer feedback.

Commercial, GTM & analytics: Positioning, value propositions, audience messaging, pricing/offers, SEO/content, conversion-focused landing pages, email/sales funnels, launches, subscriptions, lifecycle communication, Google Analytics/WebTrends, campaign response, and conversion analysis.

Integrations, data & software: REST APIs, OAuth, webhooks, API orchestration, SQL/T-SQL, Redis/Celery, queues, ingestion/routing, CRM integrations, SSO/authentication concepts, data integrity, JavaScript, PHP, Python scripting, HTML/CSS, Flask, WordPress/WooCommerce, custom CMS; legacy ASP/ASP.NET and VB/VBScript exposure.

Infrastructure & delivery: Docker/Compose, Ubuntu/Linux, Nginx, Apache, Unicorn, systemd, VS Code Remote SSH, Git branches/diffs/release checkpoints, isolated dev/prod environments, targeted deployments, validation/rollback, cron, logging/monitoring, reverse proxies, backup/recovery, and Katalon Studio.

Security & operational risk: pfSense/Netgate firewall rules, VLAN segmentation/device isolation, Snort IDS/IPS, pfBlockerNG, Cloudflare Tunnel/WAF/DNS, DNSSEC, SSL/TLS, SPF/DKIM/DMARC, traffic/state-table analysis, access controls, Linux permissions/ACLs, server hardening, incident response, and recovery planning.

COMMUNICATION, ENABLEMENT & LEADERSHIP

- More than two decades of workshops, coaching, demonstrations, and facilitation; translate complex concepts for technical and nontechnical audiences and adapt to mixed skill levels, difficult feedback, unexpected questions, and varied goals.
- Created 60+ video lessons, workshop materials, written guidance, exercises, templates, follow-up resources, and reusable playbooks to help people move from guided use toward independent capability.
- Publishes as Christopher Hawke; author of *The Craft of Writing*, which reached #1 on Amazon and remained Top 10 for multiple years; writing represented by The Evan Marshall Agency.

EDUCATION

Art Institute of Fort Lauderdale - Associate of Science