

ASHLEY BETANCOURT

BUSINESS SYSTEMS • ENTERPRISE TRANSFORMATION • AI & AUTOMATION

OCALA, FLORIDA | REMOTE

EXECUTIVE PROFILE

Business systems and transformation leader with 15+ years building the architecture, integrations, operating models, and cross-functional disciplines that allow high-growth education businesses to scale. Co-founded and led an online aviation education company to three consecutive Inc. 5000 rankings and a successful ownership exit, then architected systems supporting 25+ enterprise launches and a 450,000+ contact ecosystem. A hands-on player-coach known for translating ambiguous business needs into governed, adopted, measurable solutions across CRM, automation, data flows, ecommerce, customer experience, and digital learning.

3x INC. 5000	25+ MAJOR LAUNCHES	\$3.5M LARGEST LAUNCH	450K+ CRM CONTACTS	200+ WORKFLOWS
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ENTERPRISE LEADERSHIP ALIGNMENT

Enterprise Systems Architecture • Transformation Strategy & Delivery • CRM & Customer Data • Integration & API Strategy • AI & Automation Enablement • Operating Governance • Cross-Functional Program Leadership • Executive Decision Support • Adoption & Change Enablement • Performance Visibility • Process Standardization • Team Development

PROFESSIONAL EXPERIENCE

INTERNET ALCHEMY (JEFF WALKER / PRODUCT LAUNCH FORMULA®) Marketing Systems Architect - Owned systems architecture and execution for a complex digital education ecosystem, connecting CRM, ecommerce, product access, fulfillment, communications, and analytics across the customer lifecycle. - Led systems delivery for 25+ major product launches—approximately six annually—including a \$3.5M flagship launch; converted executive priorities into resilient workflows, launch controls, and operating visibility. - Designed and implemented 200+ automation workflows, funnels, and customer journeys, reducing manual intervention and creating reusable standards for repeatable execution at scale. - Managed CRM architecture and data flows for 450,000+ contacts, strengthening segmentation, lifecycle orchestration, system reliability, and cross-platform consistency. - Built digital products, checkout and order-form experiences, membership environments, and fulfillment systems; integrated third-party platforms and APIs to eliminate friction between business functions. - Partnered across an approximately 30-person team spanning executive leadership, marketing, operations, copy, customer experience, and technology—serving as both strategic advisor and hands-on systems lead.	2020–2026
MZEROA.COM (GULFSTREAM MEDIA LLC) Co-Founder & CEO - Co-founded and scaled an online aviation education company to three consecutive Inc. 5000 rankings (#230, #578, #896), building the operating foundation required for rapid growth. - Owned business systems strategy across digital learning, CRM, ecommerce, marketing, customer onboarding, support, finance, and internal operations; aligned technology decisions to growth, service quality, and operating leverage. - Led cross-functional teams and high-stakes initiatives as a player-coach, moving between executive decisions and detailed implementation to turn ambiguous problems into adopted business solutions.	2010–2020

MZEROA.COM (GULFSTREAM MEDIA LLC) | Co-Founder & CEO — continued

2010–2020

- Architected end-to-end customer and data flows from acquisition through enrollment, learning access, communications, and support, creating a unified operating model across teams.
- Established repeatable processes, documentation, ownership expectations, and performance rhythms that improved execution quality and reduced dependency on any single leader.
- Evaluated and consolidated platforms around business outcomes, balancing speed, scalability, customer experience, cost, and implementation risk.
- Used operational and customer data to identify bottlenecks, prioritize improvement work, and communicate clear options and recommendations to stakeholders.
- Built a culture of practical innovation: automate repetitive work, preserve human judgment for consequential decisions, and review AI-enabled output before it affects customers or operations.
- Successfully sold ownership interest and exited the company in 2020 after building an enduring education platform, scalable systems, and a nationally recognized growth business.

SF INTERNET SOLUTIONS | Owner & Technology Consultant

2010–2014

- Designed web, database, ecommerce, and workflow solutions for business clients using WordPress, SQL, UX, SEO, integrations, and custom technical implementation.
- Translated business requirements into practical systems roadmaps and delivered solutions directly—building the technical depth that continues to inform executive architecture decisions.

SELECTED TRANSFORMATION STRENGTHS

- ◆ **Architecture with business context:** Connects systems decisions to enterprise priorities, customer outcomes, adoption, operating risk, and measurable value—not technology in isolation.
- ◆ **Governance without gridlock:** Creates clear standards, ownership, and reusable patterns while keeping decisions close enough to the work for teams to move quickly.
- ◆ **Player-coach leadership:** Builds capability through teams while personally entering the most ambiguous, high-impact work when executive alignment or technical depth is required.
- ◆ **Connected data and visibility:** Maps data movement across CRM, ecommerce, learning, communications, and customer operations so leaders can see progress, risk, and next actions.
- ◆ **Responsible AI and automation:** Applies automation to repeatable work, maintains human review for judgment-based decisions, and designs for safety, consistency, and accountability.

TECHNOLOGY & SYSTEMS

CRM Architecture • Keap / Infusionsoft • Make • API & Webhook Integrations • SQL • BigQuery • Looker Studio • Ecommerce & Order Systems • Membership & Digital Learning Platforms • WordPress • Klaviyo • Typeform • Slack • Google Workspace • Customer Journey Automation • AI-Enabled Workflows

EDUCATION

UNIVERSITY OF FLORIDA

B.S., Applied Physiology & Kinesiology • B.S., Sports Management • Minor, Business Administration
Summa Cum Laude • SEC Honor Roll • President's Honor Roll

DISTINGUISHED ATHLETIC ACHIEVEMENTS

2001 ITU Triathlon World Champion • Qualified in three events at both the 2004 and 2008 U.S. Olympic Swimming Trials • University of Florida Swimming Team Captain