

Zack Martin

North Bend, OR | Mobile: 458-901-8161 | Email: zack@tacticaladapt.com | linkedin.com/in/zwmartin

Summary

Applied AI and technical product leader who builds semantic models and AI agents that enterprises put into production. As Solid's first Applied AI Solutions Engineer, led the shaping of its solutions engineering program and took its first enterprise customer from pilot to production.

Before Solid, 15+ years at Best Buy, from field technician to C-suite supply chain initiatives worth \$24M in annual savings. Works with executives and customers to define the problem, then builds the fix.

Read the Full Story on my Portfolio: tacticaladapt.com/portfolio

Key Skills

- **AI & Architecture:** Semantic Modeling, AI Agents, MCP, LLM Evaluation, RAG, Solutions Architecture.
- **Engineering & Tools:** Python, SQL, TypeScript, React, REST APIs, CrewAI, Langflow, Copilot Studio, Workato, Cursor, Claude, Openclaw, Grokbot.
- **Product & Delivery:** Technical Product Management, Pilot-to-Production Delivery, Stakeholder Alignment, Change Management, KPIs.
- **Operations & Data:** Supply Chain (TMS, WMS, ERP), Lean Six Sigma Green Belt Training, Power BI, Tableau.

Key Professional Experience

Applied AI Solutions Engineer

Solid | December 2025 – Present | Full Time

- Took Solid's first enterprise customer from a scoped pilot to AI agents in production, converting it into the company's first recurring subscription.
- Engineered the customer's semantic models and ran benchmark evaluations until they certified 94–100% accuracy; trained their data team to maintain the models and build new ones.
- As Solid's first SE, led the shaping of its solutions engineering program and tooling: pilot specs, solutions library, and a customer-facing architecture configuration tool.
- Built agents that pull governed data through Solid's semantic layer over MCP and act in business systems, using CrewAI, Langflow, Copilot Studio, and Workato.
- Turned customer deployments into specs that shaped many of Solid's major product features.
- Contributed a Python semantic-model converter to the open-source Apache Ossie project.

Product Manager, Analytics Community

Solid | December 2024 – December 2025 | Full Time

- Designed and proposed Solid's analytics community to learn what analysts need from the product; owned the vision and roadmap and built the platform solo on open-source tools.
- Grew it from 0 to 1,000+ active members on a minimal budget through content, events, and guerrilla marketing, including several posts that went viral (over 500k impressions).
- Built engagement and retention dashboards, fed member insights to the product team, and deployed AI agents for member intake and outreach.

Senior Analyst, Supply Chain Strategy & Transformation

Best Buy | July 2022 – December 2024 | Full Time

- Built an automated intake for C-suite transformation projects, cutting scoping meetings 50%.
- Drove requirements and user acceptance testing for an enterprise labor and transportation reporting overhaul, enabling \$19M in annualized savings.
- Prioritized TMS, WMS, and ERP changes, including bill-of-lading cube settings and 3D load planning which standardized trailer fill and saved \$5M a year.
- Designed trailer-visibility reporting for a distribution network with no yard management system, cutting aging trailers 40% in peak season.

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Professional Experience Continued

Analyst, Supply Chain Vendor Support

Best Buy | August 2021 – July 2022 | Full Time

- Led appliance-vendor inventory strategies, cutting out-of-stock backorders from 40% to 8%.
- Learned EDI and built a Python feed for a vendor's order updates (~250/month to 500–1,000 twice weekly), cutting late backorders with no customer update from 80% to 3%.
- Replaced a phone-and-email inventory transfer process with a tracked Power Automate workflow, rolled out nationally; moved ~\$650K of inventory a week faster.

3PL Home Services Regional Manager

Best Buy | December 2018 – July 2021 | Full Time

- Ran delivery and installation for 28 stores across five states (OR, WA, ID, WY, MT) through third-party logistics partners.
- Raised delivery NPS 1,200 bps, the highest in region history, and install services NPS 1,000 bps by developing performance plans with each partner.
- Built an NPS soft-skills workshop and demo playbook for delivery and install crews that became a national program.

Field Service Technician, MECP Master Automotive Technician

Best Buy | June 2008 – September 2015 and October 2016 – December 2018 | Full Time

- MECP Master certified (1 of 270 nationwide) and market trainer for all new technicians.
- Repaired home theater equipment and large appliances for all major brands (COD & Warranty).
- A/B tested sales strategies that lifted team services and accessories attachment 18%.
- Led the territory in customer satisfaction (NPS), services attachment, and utilization.

Education

Bachelor of Science, Technological Entrepreneurship and Management

Arizona State University

Founder Experience & Board Leadership

Founder & Principal Consultant

Tactical Adaptability Group LLC | October 2024 – Present | Part Time/Freelance

- Teach AI workshops and consult for small businesses, nonprofits, and public agencies, including ~10 pro bono workshops and a ~120-person conference session.
- Built Scaffold: an AI learning platform with a RAG tutor (pgvector), courses, and Stripe billing on TypeScript, Node, and Postgres.

Founder

TrailAdvocate LLC | May 2025 – Present | Part Time

- Built a trail-management SaaS with paying customers: automated condition updates, work tracking, and grant reporting, self-hosted with automated DevOps.

Board Chair (2025 – Present) · Director of Communications & PR (2022 – 2025)

Wild Coast Trails Association (formerly WRCMBA) | September 2022 – Present | Volunteer

- Helped define a 10-year strategy covering programs, organizational capacity, and partnerships.
- Led the rebrand to a multi-use trails nonprofit, revised the membership levels, brought membership in-house instead of through IMBA, started a merch store, redesigned the website and the technology stack behind it, and launched social media campaigns.
- Designed two part-time staff roles (Program Director and a Trail Program Coordinator) and led the board through hiring them, so the organization can support its long-term strategic goals.