

Bradley Norman

Technology, Data & Operations Leader

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SUMMARY

Product-minded operations and data leader who builds software for the real world of field service: messy jobs, crews, customers, schedules, margins, and decisions that have to be made before the day gets away. For nine years I have owned Treezi / ArborPlus, a vertical SaaS platform that runs daily operations, reporting, customer workflows, and executive decision-making. I use live field operations as the blueprint for data and AI products: identify the recurring pain, validate it against real operating data, ship the workflow, and measure whether it saves time, protects margin, or improves decision-making.

WHAT I'M GOOD AT

Customer-facing data products · vertical SaaS product ownership · SQL and data modeling · executive KPI and reporting systems · BI dashboards (Domo + native) · AI/LLM workflow automation · product ↔ data ↔ engineering translation · field-service and physical operations · pricing, margin, and forecasting analytics · CRM integrations · REST APIs · Python · PHP/MySQL · JavaScript/TypeScript · Angular · multi-tenant SaaS. Fast on new data stacks (e.g., Snowflake, dbt, Fivetran, Sigma).

EXPERIENCE

A Plus Tree, LLC / Treezi — vertical SaaS for tree-care operations

2016–Present

Operations & Technology Leader / VP, Business Intelligence (Oct 2024–Present)

VP, Information Technology (2023–2024) · Director of Information Technology (2017–2023) · Senior Software Engineer (2016–2017)

- Own Treezi / ArborPlus end to end: a field-service operating platform for tree-care businesses spanning daily operations, reporting, CRM sync, customer communications, permissions, and leadership visibility.
- Work with tree-care operators and design-partner companies to turn field feedback into product priorities, rollout support, demos, reporting workflows, and adoption across daily users.
- Translate messy field-service problems into product requirements, SQL data models, workflow logic, dashboards, and user-facing tools for sales, operations, finance, leadership, and field-adjacent teams.
- Engineered and validated an AI-enabled production forecasting engine across roughly 140–150 proposals per week, flagging high-risk jobs before proposals are sent and preventing an estimated \$60k gross-profit loss on one bad job plan.
- Shipped AI-assisted arborist report and COI/contract workflows into the core platform, saving 1–2 hours per arborist report and reducing a 40-hour/week inbox bottleneck to about 5 hours of review and exception handling.
- Built KPI reporting and insight agents that pull system data, build PowerPoint slides, draft operating narratives, and summarize plan-vs-actual movement, reducing manual research and data quantification by roughly 40 leadership hours per week.
- Built sales-conversion-to-production pipeline reporting delivered weekly to the board, daily to ELT, weekly to each sales rep, and monthly by territory, surfacing top-of-funnel production gaps weeks before they become field capacity problems.

reCyph — Co-Founder / Lead Developer

Feb 2010–Aug 2016

- Co-founded and led development for a small software firm building custom e-commerce systems, online storefronts, inventory management, purchase-order tracking, order workflows, websites, and landing pages for local businesses.
- Delivered a major IPCentrics engagement spanning agent sales-performance tools, market and demographic research, VoIP load-balancing analytics, and an inventory/deployment system for roughly 50,000 VoIP DIDs.

MoreFlavor! / MoreBeer — E-commerce Systems & Database Programmer

2007–2011

- Extended the e-commerce platform with warehouse inventory analytics, streamlined fulfillment tools, and predictive ordering logic that adjusted to industry trends and seasonality.