

MICHAEL D. MOORE

323.251.0614 | M.D.Moore@gmail.com | Phoenix, AZ

EXECUTIVE SUMMARY

Enterprise transformation leader specializing in operating model design, strategic operations, and scalable program management. Brings 15 years of experience designing governance systems, organizational change management frameworks, and zero-to-one execution infrastructure across Amazon-scale environments. Deep expertise in cross-functional alignment, mechanism design, and driving adoption at global scale. Actively integrating AI into operational execution workflows.

CORE COMPETENCIES

Operating Model Design | Program Management | Program Governance | Business Transformation | Organizational Change Management | Strategic Operations | Enablement Architecture | Zero-to-One Execution | Cross-functional Alignment | OKR/KPI Design | Executive Stakeholder Alignment | Influence Without Authority | AI-Enabled Workflow Integration
Salesforce | Tableau | Microsoft 365 | Google Workspace | Claude / Claude Code | Perplexity

EXPERIENCE

Keppa

Jan 2026 - Present

Founder, AI-Enabled Operations and Execution Systems | Phoenix, AZ

Designing and deploying AI-enabled operating models and execution systems that reduce operational friction and improve visibility across small and mid-sized business environments. Applying business transformation principles from Amazon-scale environments to SMB contexts.

- Applied enterprise operating model design and organizational change management principles to SMB environments, translating scalable execution frameworks into lightweight, deployable systems.
- Designed AI-assisted intake, call-handling, and automation workflows to improve response time, triage accuracy, and execution consistency across service-based businesses.

Amazon Advertising

Jun 2022 - Jan 2026

Manager, Ads Account Management (Commercial Program Operations) | Los Angeles, CA

Led a 13-person commercial organization governing \$400M+ in digital advertising partnerships with enterprise brands. Designed governance cadences, operating models, and scalable program management frameworks, delivering 95% GRR and 120% NRR.

- Designed and deployed unified PEAK Operating Framework for a \$3.4B commercial program (Prime Day, PBDD, BFCM), standardizing execution across Lead Up, Event Week, and Lead Out phases, aligning 15+ cross-functional teams and senior stakeholders on a single system of execution, and increasing pitch coverage from ~32% to 80%+. Drove \$1.12B Prime Day revenue (+23% YoY) and 21% total program growth.
- Installed Salesforce-based pitch coverage governance and manager-led inspection mechanisms, redesigning escalation and issue-resolution processes that reduced resolution time from 8+ hours to under 3 hours and ticket volume from 30+ to fewer than 5 during peak events.
- Designed Global Deals Dashboard from zero in five weeks, unifying BIE, EU, and APAC teams under one release framework, reducing tool launch timelines 80%, and achieving 70% deal coverage adoption across US, EU, Canada, and APAC.
- Architected LCS Academy enablement system as scalable organizational change management infrastructure, expanding curriculum 30% to 40 modules, shifting live training from 50% to 85%, and reducing new-hire ramp from 8 to under 5 weeks across six cohorts with 90%+ satisfaction.
- Deployed accountability dashboard adopted as global governance standard. Identified expansion motion in pet pharma advertising that unlocked \$10-15M in incremental investment. Governed \$400M portfolio delivering 20-25% YoY growth against a 15% target.

Amazon Franchise Operations

Aug 2021 - Jun 2022

Regional Business Coach (Operational Performance Lead) | Irvine, CA

Designed and deployed operational performance coaching and program management systems for 40 independently owned delivery partners across five sites. Handled 14M+ monthly packages with 100% on-time performance.

- Designed audit and coaching cadence for 40 delivery partners, installing recurring performance inspection rhythms and individual P&L accountability structures that generated \$3M+ in quarterly incremental revenue.

- Deployed standardized reporting and accountability review system with business improvement plans and KPI tracking that reduced safety and quality defects 20%.

Amazon Retail

Dec 2020 - Aug 2021

Brand Concierge Manager (Enterprise Partner Operating Model) | Los Angeles, CA

Designed and deployed a white-glove concierge operating model for a \$400M enterprise CPG account (L'Oreal, 7 brands). Model was codified and adopted org-wide as the enterprise partner management standard.

- Architected four-layer Brand Concierge operating model governing account structure, business rhythm, performance infrastructure, and execution/enablement. Codified as scalable governance playbook adopted org-wide.
- Replaced quarterly reviews with weekly executive cadence, accelerating issue resolution 4x. Improved fill rate to 99%, inventory data quality to 100%, order confirmation to 90%, and Buy Box placement to 99%. Drove 110% YoY portfolio growth.

Amazon / Whole Foods Market

Dec 2017 - Dec 2020

Senior Program Manager, Integration and Operations | San Francisco Bay Area, CA

Architected and deployed zero-to-one operating model for integrating Whole Foods onto Amazon.com across 500 stores and 12 regions with no existing inventory infrastructure.

- Designed and deployed three-phase operating model with layered program governance (manual audit signal creation, INF verification governance, inventory prediction layer) across 500 stores, achieving 95%+ adoption and outperforming the typical 60-70% change management adoption benchmark.
- Reduced inventory-related defects ~22% through verification governance alone. Compressed engineering roadmap from ~12 months to under 6 months by validating the operating model through manual execution before technical investment.
- Drove influence without authority across 18 sites, generating \$67M in network-wide cost savings and \$50M annualized sales increase (+30%) within two quarters.

Amazon Restaurants

Oct 2016 - Dec 2017

Business Development Manager | Los Angeles, CA

- Deployed full-cycle sales motion using signal-based prospecting, sequenced outreach, and scheduled walk-in blitzes, beating acquisition targets 40% and achieving 60% demo-to-close conversion.
- Designed weekly territory management system segmenting 50 restaurants by cuisine, rating, and delivery readiness. Grew active partnerships 30% in year one.

Amazon Fulfillment

Dec 2014 - Oct 2016

Operations Manager | Bay Area, CA

- Designed team structure and accountability model for 300+ associates, creating Team Leader layer with performance tracking cadences. Improved stow productivity 15% (265 to 290 units per hour) and generated 11 promotions to leadership within three months.

Rocket Learning

Aug 2009 - Jun 2014

Regional Manager | 8 States, 65 Districts

- Launched regional operations from zero across 8 states and 65 districts. Designed territory coverage models, contract governance frameworks, and scalable field execution systems.
- Achieved 90% proposal win rate. Secured \$15M+ in multi-year contracts. Grew market share 33% in 24 months. Hired and ramped 7 Territory Managers and 30+ field sellers in three weeks.

EDUCATION

University of Southern California

Los Angeles, CA

B.S., Business Administration | Concentration in Product and Brand Management

CERTIFICATIONS

Amazon | Sponsored Ads and DSP Certification | January 2023

Google | AI Essentials Specialization, Prompting Essentials | November 2025

MIT | Artificial Intelligence: Implications for Business Strategy | February 2026