BRYAN JONES

OPERATIONS EXECUTIVE | AI PRODUCT LEADERSHIP

Raymore, MO | zelljones40@gmail.com

Operations executive who turns firsthand business problems into AI products people use. Built the LTL department I lead at D&L Transport and created Freight Lane and Blindside, taking both from product direction and workflow design through AI assisted implementation, testing and adoption. Own the operating decisions as well as the products that support the work.

Operations leadership • Product strategy • Workflow design • AI authority and human oversight • Implementation direction • Agent and customer enablement • Pricing support • Team adoption • Budget oversight

PROFESSIONAL EXPERIENCE

Vice President of LTL
D&L Transport | March 2022 to Present

Lead two LTL team members and the Director of Pricing, who advanced from freight audit and continues to report to me. Department scope includes support for 100+ freight brokers and 2,000+ loads per month. These figures describe operations, not automated product throughput.

Own operating procedures, budget oversight, service execution and performance visibility. Turn recurring business problems into product requirements. For the past four years, delivered TMS demonstrations and training for freight agents, advised agents on customer pricing and margin decisions, and configured customer-facing accounts with onboarding demonstrations for their customers.

Freight Lane: Conceived and launched a complete AI operations and collaboration workspace used daily by all four department members. Scope includes the shared inbox, shipment cases, carrier communication, document intelligence, AI teammate, direct and group chat, video huddles, training, the Lounge and owner controls.

Defined product direction, workflow and employee experience, AI action authority, supervised modes, human takeover and audit requirements. Directed implementation, tested real requests, led rollout and converted operating failures into requirements and regression cases.

Blindside: Created a shipment intelligence and evidence preparation product used on demand by approximately 20 to 30 agents. Directed its workflow, mobile experience and implementation, connecting potential billing exposure with facts to verify and evidence to preserve.

Product adoption figures reported by the product owner as of October 11, 2026.

Capacity Manager
Red Classic Transportation | February 2021 to August 2021

Directed fleet capacity and load assignments, balancing availability and schedule reliability. Improved dispatch workflows, reported capacity imbalances and coordinated compliance planning.

BRYAN JONES

EXPERIENCE AND PRODUCT DELIVERY

Planning Specialist
ArcBest | July 2019 to July 2020

Coordinated freight operations for an enterprise client, connecting sales, support and operations to resolve service problems. Analyzed routing and consolidation opportunities and translated customer needs into transportation plans.

Customer Solutions Specialist
ArcBest | October 2017 to July 2019

Managed shipment updates, pickup scheduling and urgent delivery issues. Documented recurring problems and response practices to improve team consistency.

EMR Implementation Specialist
Cooper Clinic | May 2016 to September 2017

Managed an electronic medical records rollout across clinical teams. Trained physicians and nursing staff, provided live support and used feedback to improve workflows and adoption.

Earlier experience: Mercy Hospital
Patient Access Specialist | September 2015 to May 2016
Patient Service Representative | May 2014 to September 2015
Communication Service Operator | September 2012 to May 2014

SELECTED ADDITIONAL PRODUCT WORK

TRACE: Created a central resource for broker and agent training videos, documents and onboarding.

Private 9 | Private development preview: Defined a mobile business operating experience around people, messages, delegation and owner decisions. Directing iterative implementation and coordination between human and AI teammates.

Next Move and YOBO | In development: Created concepts and directed successive builds addressing activity discovery, personal connections, experience planning and purchase decisions. Work includes problem definition, positioning, branding, user flows and AI assisted development.

IMPLEMENTATION EXPERIENCE

Directed AI assisted product delivery using GitHub, Vercel, Next.js, React, TypeScript, Supabase, OpenAI and Gmail integrations. Earlier automation included Make, Google Sheets and Slack. Strengths include translating business rules into system behavior, evaluating real cases and defining operational safeguards.

EDUCATION

Associate of Arts in Psychology
University of Arkansas, Fort Smith

Portfolio: bryan-jones-product-portfolio.khemnxops.chatgpt.site