

Matthew Brian.

TECHNOLOGY STRATEGIST · AI ENABLEMENT · OPS & IMPLEMENTATION

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/ SUMMARY

I help organizations turn technology into results — from leading Microsoft Copilot adoption across 30+ locations to building nationwide training programs at Amazon. 10+ years across top-tier organizations, specializing in rollout strategy, operational scalability, and AI integration.

/ EXPERIENCE

J.R. Dunn Jewelers — IT Manager, AI & Systems Strategy

Sep 2025 – Present · Lighthouse Point, FL

- Architect the Dynamics 365 + Business Central ecosystem — integrations, data flow, and optimization across retail and e-commerce
- Design AI-driven automation and custom CRM solutions, including Client 360 views and advanced reporting
- Lead training, adoption, and change management to maximize effectiveness of deployed technology

The Kolter Group — IT Incident & Training Lead

Jun 2023 – Aug 2025 · Palm Beach Gardens, FL

- Launched a company-wide Microsoft Copilot rollout across 30+ locations
- Built end-to-end ADDIE technical training: needs analysis, e-learning modules, labs, and assessments
- Created the knowledge base that standardized IT communication across the organization

Amazon — Market Trainer

Apr 2022 – Jun 2023 · Miami, FL

- Managed a 30-store Target & Best Buy territory across South Florida
- Trained 500+ retail sales associates using the ADDIE model; drove a 30% increase in training engagement

Northwestern Mutual — Technology Productivity Consultant

Jul 2019 – Apr 2022 · Fort Lauderdale, FL

- Moved 300+ staff fully remote during COVID-19 via virtual instructor-led training — operational continuity intact
- Achieved 100% adoption of the proprietary PX financial planning platform as change-committee member
- Renegotiated media vendor contracts for \$21K in annual savings

Amazon — Senior Field Technician

Aug 2017 – Jul 2019 · Miami / Fort Lauderdale, FL

- Provided leadership and training for a nationwide network of 250+ technicians; launched 4 new markets
- Managed \$250K+ product inventory with zero discrepancies

Apple — Mac Genius / Technical Specialist

Feb 2012 – Aug 2017 · Boca Raton, FL

- Resolved 2,000+ customer cases in a single year with top-tier Net Promoter scores
- Mentored a team of 50+ technicians; translated technical jargon into plain English for every kind of customer

/ SKILLS

AI Enablement · Microsoft Copilot · Dynamics 365 · Business Central · CRM Strategy · Change Management · Rollout Strategy · Adult Education (ADDIE) · Public Speaking · Operational Scalability

/ EDUCATION & CERTIFICATIONS

B.S. Business Administration, IT Management — Western Governors University (2023)
Apple Certified Macintosh Technician · Apple Mobile Device Certified · Certified Trainer