

# Carlos Castro

## AI-Native Operator | Workflow Systems Builder | Customer Success & Operations

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### PROFESSIONAL SUMMARY

AI-native operator and workflow systems builder focused on understanding how people work, identifying operational bottlenecks, and translating messy workflows into structured systems. Business Administration and Marketing senior at Concordia University Texas, graduating December 2026. Building Boardroom/Cortex, an AI-native operations platform and business memory layer that serves as a reusable foundation for industry-specific operational implementations. Focused on helping real businesses adopt AI in practical ways through workflow design, customer success, implementation, documentation, and operational execution.

### CORE SKILLS

AI implementation, workflow design, business operations, customer success, product support, implementation support, product discovery, process improvement, documentation, stakeholder communication, prompt engineering, Claude Code, ChatGPT, OpenAI Codex, Cursor, GitHub, Supabase, Vercel, SQL/API fundamentals, bilingual English/Spanish.

### PLATFORM

#### Boardroom / Cortex OS

##### AI-Native Operations Platform

Building an AI-native operating system and business memory layer that serves as the foundation for industry-specific operational implementations. Designed to help organizations organize knowledge, customer activity, workflows, decisions, and execution while adapting to the unique needs of different industries.

### SELECTED IMPLEMENTATIONS

#### Mavrik Aircraft Services

- Aviation implementation of Boardroom/Cortex
- Customer intake
- Lead management
- Scheduling and quoting
- Service tracking
- Customer communication

#### Automotive Sales Operating System

- Automotive implementation of Boardroom/Cortex
- Prospect management
- Follow-up workflows
- Appointment tracking
- Customer relationship management
- Pipeline visibility

#### Water Restoration Operations Dashboard

- Built for my older brother's water mitigation business after studying existing workflows
- Centralized jobs, customers, photos, and follow-ups
- Improved visibility into active projects and operational execution

### PROFESSIONAL EXPERIENCE

#### BallerTV - Site Lead, Live Event Operations

##### 2024-Present

Lead tournament streaming operations across multiple venues, coordinate equipment readiness, troubleshoot technical issues, and serve as a primary point of contact for coaches, parents, tournament staff, and event stakeholders.

#### H-E-B - Cooking Connections Partner

##### 2025-Present

Conduct live product demonstrations, engage customers, communicate product value, handle questions, and execute customer-facing operations independently in a high-traffic retail environment.

#### Vamos Coffee - Barista

##### 2024

Delivered customer service in a fast-paced environment while supporting daily service operations, communication, order accuracy, and repeat customer relationships.

### EDUCATION & LEADERSHIP

Concordia University Texas - B.B.A. Business Administration & Marketing, expected December 2026

Bryant & Stratton College - Associate of Business Administration, GPA 3.7, Honors Society

College Basketball Athlete, 2022-2025 | Cross Mountain Church Student Leader, 2023-2024