

MARK STILES

AI IMPLEMENTATION & BUSINESS OPERATIONS STRATEGIST

Business Operations | AI Adoption & Enablement | Marketing Operations | CRM & Sales Systems | Workflow Improvement

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REMOTE | CONTRACT | FRACTIONAL | PROJECT-BASED | TEMPORARY | SELECTIVE FULL-TIME

PROFESSIONAL SUMMARY

Senior business and marketing operator with 33+ years of experience across healthcare, technology, small business, media and professional services, plus roughly three years of hands-on generative AI use. Takes unclear business problems, identifies what is actually happening, maps the workflow, decides where AI or automation can help, and moves practical solutions into use. Work spans AI implementation and evaluation, CRM and sales visibility, marketing operations, digital systems, process improvement, documentation and cross-functional execution. Strongest when a team needs business judgment, clear communication and someone willing to stay close to the work until it is finished.

SELECTED IMPACT

- CRM health improved from 47/100 to 86/100. A 400+ task backlog was converted into ranked sales priorities; the first prioritized outreach produced 12 verified lead conversations and 6 booked follow-up appointments. Client sales staff made the calls.
- Supported ORS Physical Therapy expansion from 6 to 12 clinic locations while leading marketing, communications, digital infrastructure, media, events and growth support.
- Built and managed four ORS websites and created approximately 500 company videos spanning patient stories, services, recruiting, staff, events and community content.
- Built or managed 15+ client and owned websites and systems across healthcare, home services, professional services, education, entertainment and digital products.

CORE EXPERTISE

AI Implementation & Evaluation: AI opportunity assessment, generative AI adoption, prompt and instruction systems, AI output evaluation and QA, workflow design, user adoption, training and documentation

Business Operations & Workflow: Process discovery, business process mapping, requirements translation, prioritization, research, analysis, project leadership, vendor coordination and continuous improvement

Marketing, CRM & Digital Systems: Marketing operations, CRM and sales visibility, lead tracking, websites, SEO, analytics, conversion paths, reporting, content systems and digital marketing

Leadership & Communication: Executive communication, stakeholder management, cross-functional coordination, client communication, public-facing storytelling and hands-on project execution

PROFESSIONAL EXPERIENCE

Founder / AI Business Implementation & Marketing Strategist | Mark Stiles Marketing, LLC | 2024-Present

- Lead client and owned-business work across AI implementation, marketing operations, CRM improvement, websites, SEO, analytics, content systems, conversion tracking, reporting and digital infrastructure.
- Translate owner and stakeholder goals into practical requirements, prioritized work, workflows, page structures, intake systems, documentation and measurable next steps.
- Use ChatGPT, Claude, Gemini, Grok and related tools for research, synthesis, prompt and instruction design, scenario analysis, content and system development, QA and implementation planning, with human review for factual accuracy and business fit.
- Designed a seven-category CRM health framework covering data integrity, follow-up, lead visibility, automation, reporting, user adoption and process continuity; converted 400+ overdue tasks into actionable sales priorities.
- Designed and launched productized customer-acquisition and information-product systems combining research, content, forms, payments, analytics, fulfillment, delivery and follow-up.
- Build and maintain WordPress, Elementor, Squarespace and custom HTML assets while coordinating hosting, DNS, analytics, forms, search visibility, lead routing and client-owned platforms.

Director of Marketing & Events / Senior Marketing Strategist | Orthopaedic Rehab Specialists Physical Therapy | 2017-2024

- Led marketing, communications, digital strategy, media, events, sponsorships, websites, public relations and patient-facing storytelling for a regional healthcare organization.
- Supported expansion from 6 to 12 clinic locations by strengthening brand visibility, location-level marketing, service messaging, digital infrastructure and community presence.

Director of Marketing & Events / Senior Marketing Strategist (continued) | Orthopaedic Rehab Specialists

Physical Therapy | 2017-2024

- Built and managed four company websites and created approximately 500 videos spanning patient stories, services, staff, recruiting, events and community content.
- Worked across executives, clinicians, administrative teams, vendors, agencies, media partners, sponsors and community organizations while managing concurrent priorities and deadlines.
- Created the Stories of Hope patient recovery series and served as media manager and occasional spokesperson across television, radio, podcasts and public appearances.

Business Development Manager | i2Integration | 2014-2016

- Led business development, relationship building and solution positioning for web applications, custom development, systems integration, single sign-on and mobile application services.
- Translated technical capabilities into clear business value and worked with developers, technical leadership and client stakeholders to align solutions with organizational needs.
- Supported company growth from approximately 5 to 15 employees and contributed to business-development efforts associated with a major automotive contract.

ADDITIONAL LEADERSHIP & COMMUNICATION

- Three Men and a Tenor | Co-Owner / Business, Marketing & Media Lead | 1992-Present: More than three decades of entrepreneurship, sales, touring, promotions, partnerships, media, merchandising, licensing, websites and audience development.
- Lansing Community College - Connections | Producer / Host: Helped create and produce a television interview series featuring approximately 90 interviews focused on community, education and leadership.

SELECTED IMPLEMENTATION WORK

- **CRM Audit & Sales Visibility System:** Built a repeatable 0-100 diagnostic, remediation workflow, prioritized call-list process, automation/documentation approach and client-facing reporting framework.
- **Four-Site Business & Career Ecosystem:** Designed and launched distinct professional, agency, digital-visibility and CRM acquisition sites with coordinated positioning, forms, analytics, payments, cross-links and measurable conversion paths.
- **Boomer Guide / Caregiving Guides:** Created an AI-assisted research, content, product, website, funnel and delivery ecosystem with repeatable editorial standards, worksheets and clear professional boundaries.
- **Client Digital Infrastructure:** Built and managed websites, SEO, analytics, forms, lead tracking, conversion paths, reporting and automation across multiple industries and business models.

TECHNOLOGY & PLATFORMS

Generative AI: ChatGPT, Claude, Gemini, Grok, Canva AI, InVideo AI, Synthesia, ElevenLabs

Web, Marketing & Analytics: WordPress, Elementor, Squarespace, HTML/CSS, GA4, Google Tag Manager, Search Console, Google Ads, Meta platforms, YouTube, Rank Math, local SEO

Workflow & Delivery: Google Workspace, Google Apps Script, Jotform, Systeme.io, Stripe, Calendly, SendOwl

CRM: CRM audit frameworks, HubSpot familiarity, sales-pipeline visibility and follow-up workflow design

EDUCATION

Michigan State University - Bachelor of Arts, Social Sciences | Multidisciplinary study including organizational psychology, business relations, communication and leadership.