

BUCK WEST

*Enterprise Product Leader | POS Modernization | Retail & Fintech | Flutter/Firebase Builder |
Founder @ Hooked By Grace LLC*

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PROFESSIONAL SUMMARY

In the largest IT initiative in O'Reilly Auto Parts' history, I led the Solution Design team through the modernization of 1,300+ legacy AS400 modules across a 181-person program — delivering 228,000+ hours of work, 432 releases, and 20,539 issues over a 2+ year execution cycle. Following that, I led Ship to Home from concept to revenue realization: a million-dollar omnichannel MVP integrating Shipium APIs that captured incremental in-store revenue and strengthened O'Reilly's competitive positioning against online and big-box retailers.

With 18+ years spanning Fortune 500 retail and 11 years at Jack Henry & Associates (S&P 500 fintech), I bring a rare combination of enterprise product leadership, hands-on technical depth, and operational scale. In my personal time, I build and lead the shipping of production Flutter/Firebase mobile apps under my small business (Hooked By Grace LLC) using an AI-native development workflow (Claude Code, Cursor, Ollama on RTX 5090) — giving me a builder's instinct that purely strategic product leaders lack.

I am currently a part of a team of Sr. Product leaders championing the enterprise-wide shift to outcome-based product delivery at O'Reilly Auto, reorienting Engineering and Retail Operations around measurable business results rather than feature output.

EXECUTIVE IMPACT

- Led the Solution Design team through the largest IT initiative in O'Reilly's history — 1,300+ AS400 modules modernized, 228,000+ hours executed, 432 releases, and 20,539 issues resolved across a 181-person program with near-zero downtime.
 - Led the Retail Product team on the Ship to Home initiative — from initial concept through Shipium API integration and revenue realization — establishing O'Reilly's last-mile delivery capability and launching a million-dollar MVP to compete directly with big-box online fulfillment.
 - Part of the Sr. Product leadership team driving the enterprise-wide shift from feature output to measurable business outcomes across O'Reilly's 6,500+ store footprint.
 - Conducting empathy-driven field research across in-store personas to reduce operational friction for 80,000+ frontline associates across POS, mobile, fulfillment, inventory management, catalog, and item sourcing.
 - Co-leading executive RFI/RFP processes for enterprise CCaaS transformation, payment platform modernization, and intranet replacement.
 - In my personal time, I build and ship production mobile apps as a solo developer — Flutter/Firebase/GCP stack with an AI-native workflow (Claude Code, Cursor, Ollama on RTX 5090) — demonstrating full-stack product execution independent of a team or agency.
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PROFESSIONAL EXPERIENCE

Sr. Manager, Product & Business Analysis | O'Reilly Auto Parts (Fortune 500) — Springfield, MO
June 2025 – Present

- **Enterprise POS Modernization:** Leading the Retail Product & Business Analysis organization supporting the ramp up of a total platform rewrite of O'Reilly's in-store POS and mobile systems — the store operating system for 6,500+ locations and \$17B+ in annual transaction volume.

- **Ship to Home — Concept to Revenue:** Led the Retail Product team on the Ship to Home initiative from initial concept through Shipium API integration and revenue realization — establishing O'Reilly's last-mile delivery capability and launching a million-dollar MVP to compete directly with big-box online fulfillment.
- **Outcome-Based Transformation:** Part of the Sr. Product leadership team championing the enterprise-wide shift from feature output to business outcomes — restructuring how Engineering and Retail Operations coordinate, prioritize, and deliver.
- **Executive Stewardship:** Co-leading RFI/RFP processes for enterprise CCaaS transformation, payment platform modernization, and modern intranet replacement — managing vendor evaluation and executive alignment across each initiative.
- **Field-First Product Development:** As our team ramps up on modernization efforts, conducting empathy-driven research across in-store personas to reduce friction for 80,000+ frontline associates across the full in-store experience — POS, mobile, inventory management, catalog, and item sourcing.

Application Development Manager | O'Reilly Auto Parts (Fortune 500) — Springfield, MO May 2020 – June 2025

- **ISM Program — Solution Design Lead:** Led the Solution Design team as part of a 181-person enterprise-scale modernization: 1,300+ legacy AS400 modules rewritten to Linux/Java, 228,000+ hours executed, 432 releases, 4,897 tests, and 20,539 issues resolved over a 2+ year cycle. Near-zero downtime throughout.
- **Design-to-Code Orchestration:** Led cross-functional teams of BSAs, UI/UX Designers, and Front-End Engineers from high-fidelity Figma/Adobe XD prototypes through to production via JavaFX and Vue.js — including UAT strategy and pilot readiness for rollouts across 80,000+ associates.
- **Retail Operations Delivery:** Led BSA team through end-to-end delivery of Hub Store Order Fulfillment, DoorDash BOPIS integration, Returns process rewrite (removal of legacy Enactor code), Retail Electronic Orders, Veriscan rollout, and Puerto Rico market entry with localized tax logic and partner integrations.
- **Discovery Governance:** Established a formal intake and prioritization process for retail development requests, aligning stakeholder needs with engineering capacity and reducing unplanned work.

Sr. Application Support Manager | Jack Henry & Associates (S&P 500) — Monett & Springfield, MO Nov 2014 – May 2020

- Directed a 33-person department serving as the primary Tier-1 and Tier-2 resolution engine for 1,000+ financial institutions — maintaining 24/7 SLA compliance across Silverlake, CIF 20/20, Episys, and Synergy.
- Applied Lean and Six Sigma (CPI Practitioner) to reduce support escalations by 25%+ and cut new hire training time from 6 months to 2 months — improving platform adoption velocity without increasing headcount.
- Served on the Corporate Support Committee defining global best practices; championed Knowledge-Centered Service (KCS) adoption enterprise-wide; participated in the JSource replacement RFP/RFI group.

Application Support Supervisor & Analyst | Jack Henry & Associates (S&P 500) March 2009 – Nov 2014

- Led a 15-person team providing installation, configuration, and support for Synergy and its integration setup with JH Core Systems (Silverlake, CIF 20/20, Episys) and other complementary products across community bank and credit union clients — building deep platform expertise across the full Jack Henry catalog over 5+ years.
- Served as subject matter expert for high-tier professional services and advanced application implementations — acting as the escalation point for complex client configurations and platform integrations.

TECHNICAL SKILLS

Product & Strategy: Product-Led Growth, Outcome-Based Delivery, Value-Based Prioritization, Roadmap Planning, Stakeholder Alignment, RFI/RFP Management, SDLC Governance (Agile/Scrum/Waterfall)

Modernization & Architecture: Legacy System Migration (AS400 to Linux/Java), POS Ecosystem Management, API Integration Architecture, Omnichannel Fulfillment (Shipium, DoorDash BOPIS), Solution Architecture Documentation

Mobile & App Development: Flutter/Dart, Firebase (Auth, Firestore, Cloud Functions, Storage, Hosting, Remote Config), Google Cloud Platform (GCP Console — IAM, Secret Manager, API management, Cloud Logging, billing), Riverpod 2.x/3.x, GoRouter, Hive (local persistence), RevenueCat (IAP/subscriptions), AdMob — shipping production apps under Hooked By Grace LLC

AI-Native Development: Claude Code (Anthropic) — agentic coding sessions, Cursor AI — AI-assisted editing and code generation, Ollama — local LLM inference (Qwen2.5-Coder 32B on RTX 5090 / 32GB VRAM), GitHub Copilot, Firebase Studio, full-stack AI-augmented solo development workflow

Financial Technology Platforms: Jack Henry (Silverlake, CIF 20/20, Episys, Synergy) — 11+ Years, Core Banking, Credit Union, Payments, Digital Banking, Knowledge-Centered Service (KCS)

Design & Delivery Tools: Figma (high-fidelity prototyping to production), Adobe XD, Azure DevOps, Jira, Confluence, Git/GitHub, Visual Studio, VS Code, M365 Suite

Operational Excellence: Lean/Six Sigma CPI Practitioner, Process Optimization, Budget Management, Departmental Leadership (33+ staff), SLA Management, PMO Oversight

Leadership Frameworks: Servant Leadership, Outcome-Based Delivery, Modelnetics (Structured Management), Dale Carnegie (Effective Communications & Human Relations)

CORE COMPETENCIES

Enterprise POS Modernization • Omnichannel Strategy • Legacy-to-Modern Migration • Outcome-Based Product Delivery • AI-Native App Development • Firebase/GCP Architecture • Flutter/Dart Mobile • Cross-Functional Transformation • Financial Services Technology • Empathy-Driven Field Research • Executive Stakeholder Engagement • Website and Google Business Profile Consulting

EDUCATION & CERTIFICATIONS

- MBA — Webster University
 - B.S. Computer Science — Webster University
 - Product Leadership & Product Management Certification — Product School (Nov 2025)
 - Modelnetics Certification — Structured Management Methodologies
 - Dale Carnegie Graduate — Effective Communications & Human Relations
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ENTREPRENEURIAL VENTURES

- **Founder, Hooked By Grace LLC:** Faith-driven mobile app development studio and digital products business I run in my personal time alongside my enterprise career. I build and ship production apps as a solo AI-native developer — no team, no agency.
- **DepthCharge:** AI-powered fishing intelligence platform I designed and built for Missouri Ozarks anglers. Features an 8-component Detonator Score engine, USGS lake level integration, NWS barometric pressure trend pipeline, species-specific water temp scoring, and Google Maps trip handoff. Flutter/Firebase/Riverpod architecture.
- **Grace-Full Memes:** Faith-based scripture meme and verse card creator I built and am currently in testing in preparation to publish to the Google Play Store. Firebase backend, FFmpeg device-tier video processing, custom template system.

- **SwapWell:** AI food, drink, and supplement swap advisor I built to production-ready MVP. Claude API integrated via Firebase Cloud Functions, RevenueCat subscription paywall, Hive local persistence, anonymous auth flow.

My development stack: Flutter · Dart · Firebase (Auth, Firestore, Cloud Functions, Storage, Hosting, Remote Config) · Google Cloud Platform (GCP Console — IAM, Secret Manager, API management, Cloud Logging, billing) · Riverpod 2.x/3.x · RevenueCat · GoRouter · Hive · Claude API · AdMob · Claude Code (agentic coding) · Cursor AI · Ollama (Qwen2.5-Coder 32B on local RTX 5090 / 32GB VRAM) · Figma · GitHub

I manage everything — architecture, backend configuration, UI design, GCP console administration, store submission, and post-launch analytics — independently. That discipline is what I bring to enterprise product leadership.