

Marlton, NJ 08053 · 609-367-6895 · scott@wueschinski.com ·
[linkedin.com/in/scottwueschinski](https://www.linkedin.com/in/scottwueschinski) (<https://www.linkedin.com/in/scottwueschinski>) ·
scottwueschinski.com (<https://scottwueschinski.com/>)

GTM Solution Consulting Executive · Strategic Advisor

GTM Scalable Solution Development · Digital Transformation · Team Building & Leadership · AI & Agentic at Production Scale

An accomplished, highly skilled Solution Consulting leader and operator with 25+ years of experience building, implementing, and maintaining business tools, systems, and processes – now operating at the intersection of GTM strategy, agentic AI deployment, and retail transformation. Proven record of developing strategy, managing complex programs, and incorporating AI-native ideas and technologies to solve business problems. Skilled, influential communicator with expertise in partnering with leadership teams, leading multidisciplinary teams against aggressive performance metrics, and driving initiatives that change and improve how the work actually gets done.

Author of the CODN – Cost of Doing Nothing framework. Production fluency in Claude (Code, API, MCP), Anthropic SDK, custom MCP servers, eval harness design, n8n, Supabase, Clay, and 35+ MCP-connected services in active client engagements.

Core Competencies

AI & Agentic: Agentic AI · Real-World Application of LLMs · Claude Code · MCP Server Design · Custom MCP Architecture · Agent Eval Harness Design · Prompt Engineering · LLM Application Architecture · AI Lead Scoring · AI Investment Governance (CODN)

Strategy & Execution: Strategy, Planning & Execution · Digital Transformation · Program & Project Management · Business Development · Commerce Data Architecture · Integration Platforms · Process Optimization · Product & Content Management

Methods: Agile Methodologies · Technology Orchestration & Automation · Software & Product Development Lifecycle Management · Stakeholder Engagement · Adaptive Problem-Solving

Recognition

- ◆ **RETHINK Retail Top AI in Retail Leader, 2026** – recognized for production AI work at the intersection of retail transformation and agentic operations.
- ◆ **RETHINK Retail Top Retail Expert, 2025 and 2026** – second consecutive year on the Top Retail Expert list.
- ◆ **RETHINK Retail – Retail Advisory** (03/2025 – Present)

See /recognitions for full context.

Professional Experience

Speaking Engagements

- ◆ **Retail Therapy Podcast** – Producer & Co-Host
- ◆ **Nearbound Podcast #164** – "Why your SaaS Partnerships Aren't Delivering"
- ◆ **Adobe Summit 2021** – "Reducing Migration and Maintenance Costs with Magento Commerce" (S703)
- ◆ **Security & Access: Top Tips for Magento Merchants (2020)**
- ◆ **B2B Online Miami 2020** – "Transforming your B2B Business to Meet Changing Customer Expectations"
- ◆ **Meet Magento New York 2018** – "Leveraging Magento as the Cornerstone of Architecture Transformation"
- ◆ **Magento After Work 2018** – Keynote (NYC + Philadelphia)

For 2026 speaking topics + booking: /speaking.

Technical Proficiencies

AI & Agentic (Production): Claude (Code, API, MCP) · Anthropic SDK · custom MCP servers · agent eval harness design · prompt engineering · agent orchestration · LLM application architecture · Manus.ai · ChatGPT · Gemini · Lovable · Cassidy.ai · Copy.ai · Circleback.ai · Fireflies.ai · Bardeen.ai · Reclaim.ai

Workflow Automation & Orchestration: n8n (production daily) · Trigger.dev (working) · Zapier · Make · Cloudflare Workers · Vercel Functions

GTM: Instantly · Lemlist · Email Bison · Heyreach · GetSales.io · SuperGrow.ai · Pitchghost · Apollo · Sales Navigator · Ocean.io · Trigify · Kwanzoo · FullEnrich · Reply.io · Clay

Commerce: Salesforce B2B / B2C / B2B2C Commerce · Adobe Commerce · Magento 1 · Shopify & Shopify Plus · BigCommerce · commercetools · Commerce Layer · VTEX · Elastic Path · Enactor · Viax.io · Salesforce OMS

CMS Platforms: Contentful · Contentstack · Storyblok · Sanity.io · Bloomreach · Ampliance · Brightspot

MACH Technologies: Contentsquare · Conscia.ai · Bluestone PIM · Cloudinary · Vercel · Ninetailed · Netlify · Segment · Amplitude · Threekit · Akeneo · InRiver · Algolia · Orama · Talon.One · Evolv.ai · Convert · Adyen

Stripe: Payments · Tax · Connect · Billing · Invoicing · RevRec · Treasury · Issuing · Sigma · Data Pipeline

Salesforce: Sales Cloud · Service Cloud · Field Service · CPQ · Billing · Communities (Experience Cloud) · Marketing Cloud · Pardot · Tableau · Slack · Quip · Einstein

Marketplace: Mirakl · Marketplacer

ERP Applications: SAP · Oracle · NetSuite

Integration Platforms: Mulesoft · Dell Boomi · SnapLogic

Internal & PMP Tools: Atlassian Suite (Jira, Confluence, Bitbucket) · Azure DevOps · MS Project · Smartsheets · Zephyr · ServiceNow · New Relic · GitHub · Optimizely · MS Office · Google Workspace · Slack · Notion · Adobe Acrobat

Data: Supabase (Postgres + Edge Functions + RLS + pgvector) · Snowflake (working) · PostgreSQL · dbt · semantic layer design · TypeScript · JavaScript · Python (working) · SQL

Education & Certifications

Bachelor of Science, Economics (minors: Political Science, Mathematics) — James Madison University, Harrisonburg, VA

Methodology & Thought Leadership

Author of the CODN — Cost of Doing Nothing framework, used by CEOs and PE firms to govern AI investment decisions. POV publishing across three streams (Retail, GTM, AI & Agentic) at scottwueschinski.com/pov. Long-form articles at scottwueschinski.com/articles. Speaking topics at [/speaking](https://scottwueschinski.com/speaking).