

SAM LYLAK

BUSINESS SYSTEMS | OPERATIONS IMPROVEMENT | PRACTICAL IMPLEMENTATION

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PROFILE

Commercially minded operational problem solver with experience across team leadership, sales, customer service, marketing, reporting and hands-on project work. I map how people, processes and systems work together, identify practical constraints and help stakeholders implement useful improvements. I use AI and technology to accelerate delivery while retaining responsibility for problem definition, requirements, direction and quality.

CORE CAPABILITIES

Process analysis and requirements identification | Stakeholder engagement | Systems implementation support | User training and adoption | Testing and issue identification | Reporting and workflow improvement | Cross-functional collaboration | Commercial decision support

SELECTED EXPERIENCE

POS implementation and process improvement - OASIS

Analysed retail and foodservice workflows, supported POS configuration and training, and helped establish a hybrid operating model using the strengths of two vendor platforms. Continued refining product setup, reporting and cross-department processes after the initial transition.

Brew Society - ecommerce, operations and reporting (in development)

Supports operational use of Shopify and related platforms including Ordermentum, Prospect CRM, Unleashed and Xero. Helps shape storefront merchandising and customer experience and selects appropriate data sources for commercial questions. No custom integration or launch outcome is claimed.

Narlo and Narlo Thoughts - product prototypes

Defined product problems, scope, brand direction and user experience for two digital concepts. Working prototypes were developed with AI and Codex assistance; they are presented as prototypes rather than production software or traditional full-stack development work.

Campaign and operational project work

Planned and produced email campaign concepts, copy and visual assets to support products and commercial goals. Additional practical project work includes the ongoing research-led restoration of a 1984 Toyota HJ60 LandCruiser.

TOOLS AND SYSTEMS

Shopify | Ordermentum | Prospect CRM | Unleashed | Xero | POS and inventory tools | Canva | AI-assisted tools

WORKING APPROACH

Understand the current work | Diagnose the real constraint | Define requirements and outcomes | Implement with stakeholders | Test, gather feedback and refine

This portfolio resume is intentionally limited to claims documented at samlylak.com. Employment dates, formal qualifications and referees can be added when confirmed.