

MICHAEL KORTH

Director of Technology & Product Strategy

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Portfolio: www.korth.design (AI-Native Prototypes & Strategy)

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PROFESSIONAL SUMMARY

Hands-on technology director with 15+ years of experience managing complex web systems and distributed teams. I specialize in bridging the gap between technical requirements and business goals, making sure the tech actually works for the people using it. Extensive experience managing remote staff across North and Central America. Deeply invested in practical AI innovation, including leading recent staff training on Gemini integration.

PROFESSIONAL EXPERIENCE

PRAYING PELICAN MISSIONS | Remote (HQ in Minneapolis, MN)

Director of Web & Technology | 2009 – Present

- **Global Operations Leadership:** Directed technology and operations for a globally distributed organization, managing cross-cultural partnerships and asynchronous workflows across state, country, and cultural borders.
- **AI Strategy & Innovation:** Championed organizational AI adoption by designing and leading internal training workshops on Large Language Models (Google Gemini), resulting in modernized workflows and increased staff productivity.
- **Systems Architecture:** Led the transition from restrictive commercial platforms to a custom-built CMS/CRM ecosystem. Architected the full development lifecycle - from the whiteboard phase to deployment - ensuring the new system solved actual business bottlenecks.
- **Product Strategy:** Acted as the translator between non-technical stakeholders and engineering teams. Designed user-centric customer portals that drastically reduced support ticket volume and improved group management.
- **UX/UI Direction:** Oversaw the interface design and user journey mapping to ensure our digital tools were intuitive for diverse user bases, prioritizing accessibility and ease of use.

OUR SAVIOR'S LUTHERAN CHURCH | Greeley, CO

Worship Leader / Director (Part-Time) | 2023 – Present

- **Live Systems Management:** Oversee complex audio and visual networks (Dante, MIDI, Ableton Live) in a high-pressure live environment.
- **Team Leadership:** Lead volunteer teams and musicians, coordinating logistics and troubleshooting technical failures in real-time to ensure seamless production.

OVERLAND HIGH SCHOOL | Aurora, CO

Technology Support Specialist | 2007 – 2009

- Provided boots-on-the-ground technical support for faculty and staff, testing new hardware and managing administration.

SKILLS & EXPERTISE

- **Core Competencies:** AI Strategy (Gemini/LLMs), Global Team Leadership, Systems Design, Product Roadmap Planning, Asynchronous Management.
- **Technical Stack:** UX/UI Design, Customer Journey Mapping, Figma, JIRA, Slack, Git/Bitbucket, Google Workspace Administration, Adobe Creative Suite.
- **Certifications:**
 - "Business Application of AI" Certification – University of St. Thomas
 - "Foundations of User Experience (UX) Design" – Google Career Certification
 - "Fundamentals of Project Planning and Management" – Coursera

EDUCATION

University of Northern Colorado Coursework toward Bachelor's in Music Education

TIDBITS & PERSONALITY

- **The Tinkerer:** I spend my nights and weekends "vibe coding" with AI tools. I'm currently building an app called "Deck Pack" to organize Google Slides, purely to see how far I can push AI-assisted development cycles.
- **The "Performer" Side:** I once sang in a barbershop quartet called "The Testostertones," wearing powder blue tuxedos from the 1970s. I am comfortable on a stage and don't take myself too seriously.
- **The Outdoors:** As a Colorado resident, I treat camping and hiking in the Rockies as my system reboot. In a career that requires constant connectivity, I value the ability to hike into dead zones to clear my head.