

Michael Costea

Head of Tech, AI & Systems · AI Enablement · Vertical AI Apps · Full-Stack Systems · Agentic Automation

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PROFESSIONAL SUMMARY

Vertical AI application delivery: builds vertically integrated applications from discovery and workflow design through UX, frontend, backend/API, data, agentic automation, deployment, observability and operator handover.

Uses current agentic harnesses and model stacks—including Hermes Agent, OpenAI Codex and APIs, Anthropic Claude, local LLMs, n8n and Python—and understands local LLM routing strategies that place work by complexity, privacy, latency, cost and failure tolerance.

Career spans Optus-scale process and knowledge operations, electrical field delivery, sales leadership, business development, marketing and hands-on systems ownership. Since mid-2023, owned websites, lead flow, customer-journey systems and digital infrastructure across a multi-brand electrical and energy-services group, later formalised in a Head of Tech, AI & Systems role.

Target roles: AI Enablement Lead · Business Systems & Automation Lead · Marketing Technology / Growth Systems Lead

OPERATING EVIDENCE

Mid-2023 systems, lead-flow and digital-infrastructure ownership began	352 Optus retail stores supported through sales operations	5,000+ employees served by maintained knowledge systems	500,000 monthly visits across those knowledge systems	4.3–4.5B internal monthly harness throughput context; scale signal only, not a business outcome
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CURRENT AND RECENT OWNERSHIP

Business Systems, Lead Flow & Digital Infrastructure — Expanded Scope
Mid-2023 – Present · Want A Sparky / Want A Heat Pump / All Electric Homes
Owned the operating layer connecting websites, lead capture, CRM and lead routing, customer contact, review automation, reporting visibility, internal tooling and AI-enabled workflows across the group.
Chronology: functional ownership ran across the formal Electrician, Sales Manager, Business Development & Marketing Manager, and Head of Tech roles below.

Feb 2026 – Present
Melbourne · On-site

Head of Tech, AI & Systems — All Electric Homes

- Lead technology, automation, AI and growth systems across a multi-brand electrical and energy-services group.
- Own digital infrastructure, websites, lead systems, customer-journey tooling, internal tools, workflow architecture and practical AI adoption.
- Focus on clearer ownership, less duplicate admin, faster handoffs, visible exceptions and maintainable systems.

Feb 2024 – Apr 2026
Australia

Business Development & Marketing Manager — Group Brands

- Drove B2B and partner relations, revenue activity, acquisition and retention, digital strategy, websites and lead pathways.
- Delivered IVR changes, review automation, chatbots, campaigns, partner programs, user-metric analysis and community education.

Nov 2023 – Apr 2026
Melbourne

Sales Manager — Want A Heat Pump

- Managed authorised-retailer relationships and residential/commercial heat-pump upgrades under the Victorian Energy Upgrade Program.
- Owned CRM-driven sales activity, conversion flow, customer relationships and strategic marketing support.

SELECTED SYSTEMS AND PRODUCTS

Codex Account Usage + Auth Rotator Private operator tool for Codex account-pool reliability: five-hour and seven-day usage, reset windows, active-account state, warmup, switching and auth rotation in one view. Built to remove login guesswork and reduce avoidable rate-limit disruption in local AI operations. Tech stack: Rust · Tokio · Ratatui · Crossterm · Reqwest · OpenAI OAuth/usage APIs · Python loopback service · vanilla JavaScript Project screenshot
Automated Social & Brand Content Engine End-to-end research-to-publish operation spanning AI and repository monitoring, draft calendars, LinkedIn publishing and engagement, Shorts and channel packages, approval-first handoffs, Telegram receipts, experiments, and analytics feedback. Tech stack: n8n · Python · JSON/CSV state and ledgers · HTML/CSS/JavaScript dashboards · local agent harnesses · LinkedIn/YouTube/TikTok workflows Operating map
Brief2Ship Public operating standard for turning rough AI requests into better first-pass builds, reports and handoffs: one strong brief, existing-base selection, maintainability gate, polished finish and proof receipts. Includes reusable workflow docs, templates, examples and a report/document lane. Tech stack: Markdown · Hermes/OpenClaw skill · Python validation · shell installer · HTML/CSS/JavaScript demo · Git/GitHub github.com/five0nit/brief2ship
RebateSignal Guarded Victoria-first quote service for source-backed hot-water VEECs, solar and battery STCs, and approved-product evidence. Unsupported, stale or incomplete paths fail closed rather than guessing, demonstrating practical rules-engine and evidence-gating design. Tech stack: Python/FastAPI/Pydantic · TypeScript/Node/Express · Firebase Functions/Hosting/Firestore · SQLite · pytest rebatesignal-staging.web.app

EARLIER EXPERIENCE

Feb 2018 – Jun 2024 Melbourne	Electrician — Want A Sparky / Wired By MJD / Ezzy R Electrics Domestic, commercial and emergency electrical services; medical installations; custom builds; smart-home, A/V, data, security and networking; KNX wiring and C-Bus diagnosis; architectural projects exceeding \$4M. Qualified A Grade electrician with direct field-service and electrification context.
Jul 2017 – Feb 2018 Carlton	Operations Manager / Owner — Bloom Coffee Bar Helped establish and operate an owner/operator cafe, building experience in people management, operations, customer experience and small-business execution.
Aug 2010 – Jun 2017 Melbourne	Optus — Sales Operations Support Manager / Process & Content Manager / Business Process Specialist / Retention Consultant - Managed retail support across 352 stores and maintained knowledge bases serving 5,000+ employees and 500,000 monthly visits. - Led process redesign, credit-policy improvements, operational reporting, training, communications and large-scale change management. - Selected impact: 74% increase in work outputs over 12 months; hundreds of duplicate processes removed or rewritten; fewer support tickets and better knowledge search.

CORE CAPABILITIES

Business discovery and requirements Process mapping, stakeholder discovery, solution briefs, prioritisation, prototypes and handover.	Vertical full-stack app delivery UX/frontend, backend/API, data, integrations, automation, deployment, observability and operator handover as one business system.
Agent harness and model routing Hermes Agent, OpenAI Codex and APIs, Anthropic Claude and local LLM routing by quality, privacy, latency, context, capacity and cost.	Marketing technology and lead operations Websites, lead capture/routing, CRM flow, lifecycle follow-up, conversion paths, analytics, reviews, IVR and chatbots.
Knowledge and adoption Source-of-truth structures, SOPs, playbooks, training, communications and support loops.	Governance and visibility Dashboards, audit trails, exception reporting, approval gates, human-in-the-loop and fail-closed controls.

TOOLS AND METHODS

Working stack: Hermes Agent · OpenAI Codex and APIs · Anthropic Claude · local LLM routing · n8n · Python · APIs · HTML/CSS/JavaScript · Firebase · Git/GitHub · analytics and dashboards · CRM/lead-flow systems · structured documentation · deployment, observability and release QA.
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