

Greg Borden

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Professional Summary

Construction operations leader with 30+ years in the field, from laborer to operations manager, estimator, construction manager, and project manager, with a record of delivering jobs on time and under budget. Licensed Michigan Builder. Also builds software and AI tools, much of it for construction: custom AI agents and automated workflows on the OpenAI and Anthropic APIs; Tavira, an inventory system for contractors; GDK Nexus, digital business cards that live in your phone's wallet, plus dynamic QR codes; and Pitch Please, a roof pitch app on the App Store and Google Play. As Quality and Experience Manager at JB West, earned more than 200 five-star Google reviews in one year.

Professional Experience

Project Manager

JB West Roofing Siding Gutters, Michigan City, IN | Dec 2024 - Present

- Manage complex combination jobs across roofing, siding, windows, decks, and more, from approval through closeout.
- Review the sales team's estimates for accuracy and approve jobs before they go into production.
- Order and schedule materials and subcontractors.
- Coordinate field supervisors, vendors, and homeowners, and solve problems quickly and accurately to keep multiple jobs moving.
- Write change orders, close out jobs, and flag them for final payment.
- Handle the occasional large-loss insurance job, walking homeowners through documentation, approvals, and the rebuild.

Quality & Experience Manager

JB West Roofing Siding Gutters, Michigan City, IN | Dec 2023 - Dec 2024

- Established and streamlined QA processes and ran quality assurance on jobs.
- Followed up with customers after the work was done, took care of any problems, and left them with a good impression of the company.
- Turned a post-completion customer survey into a matrix that compared jobs, scores, and feedback, showing where we were falling short and where we were doing well.
- Used snapshots from the matrix over time to tell seasonal problems from new ones and get back on track before they grew.
- Earned more than 200 five-star Google reviews in the role, plus close to 100 more across the Better Business Bureau, Houzz, Yelp, and other review sites.

Residential Builder

Akamai Building & Home Improvement LLC, Benton Harbor, MI | May 2023 - Present

- Designed and built custom decks and outdoor living spaces using composite, hardwood, and specialty materials.
- Delivered precise, high-end finish carpentry including custom staircases, railings, and trim details.
- Managed client relationships from initial consultation through project completion, ensuring alignment with budget and vision.
- Oversaw subcontractors and ensured compliance with building codes and safety standards.
- Handled material takeoffs, planning, quoting, and bid packages, and coordinated subcontractors and awarded their contracts.

- Maintained full responsibility for business operations including invoicing, materials, and timelines.

Site Supervisor

Tom Gold Construction, New Buffalo, MI | May 2022 - May 2023

- Directed daily operations for high-end residential projects, ensuring quality and compliance.
- Served as primary point of contact between architects, designers, clients, and subcontractors, ensuring project alignment and clear communication.
- Coordinated inspections and maintained strict compliance with local and state building codes.
- Mentored field crews, supported issue resolution, and upheld a safe work environment.
- Delivered projects with a focus on craftsmanship, communication, and quality control.
- Handled material takeoffs, planning, quoting, and bid packages, and coordinated subcontractors and awarded their contracts.

Construction Manager

Build Rite Construction LLC, Sodus, MI | Aug 2021 - May 2022 | Nov 2016 - Mar 2020

- Ran the conversion of the 1930s Jefferson Elementary School in St. Joseph into Jefferson Lofts, a 22-unit condominium building with 22 detached garages. Managed demolition and inspections and coordinated every trade and subcontractor on the building and the garages.
- Directed day-to-day operations across multiple custom home builds and remodels.
- Handled everything before the build: permitting, meetings with building officials, and updated plan pages and site plans submitted to the jurisdiction for design review.
- Laid out properties with the house footprint to hold required setbacks.
- Reviewed and wrote contracts and got customer signatures.
- Created draw schedules, managed sworn statements, submitted to title companies, and secured construction draws from the bank.
- Managed budgeting, material ordering, safety compliance, and on-site labor as needed.
- Tracked job costs, managed purchase orders, and kept resources aligned with project budgets.
- Developed and maintained project schedules, adapting to unforeseen challenges and change orders to keep projects on track.
- Scheduled and coordinated inspections and kept all work within local building codes and company safety standards.
- Fostered effective communication between clients, design professionals, and site crews, resulting in high client satisfaction and repeat business.

Purchasing Manager & Estimator

Community Home Builders, Saint Joseph, MI | Mar 2020 - Aug 2021

- Improved procurement processes and reduced costs through vendor negotiations.
- Led detailed material takeoffs and full-scope estimates for new custom homes and occasional high-value remodels, using AutoCAD, Excel, and Buildertrend.
- Developed bid packages and managed competitive vendor quotes for various trades.
- Created and tracked purchase orders, negotiated bulk pricing, and maintained strong vendor relationships to reduce lead times.
- Implemented inventory controls and material tracking processes to minimize waste and improve jobsite readiness.
- Assisted in value engineering, providing cost-saving alternatives during design development.

Earlier Experience

Project Lead | Abayla Contracting Services Inc, San Ramon, CA | 2013

- Directed rehab and renovation projects for timeshare condo units, focusing on quality control and adherence to deadlines.

Operations Manager | Stewart Builders LLC, Kailua-Kona, HI | 2006 - 2012

- Implemented prefabrication innovations that moved production from nearly 20 houses behind schedule to more than 15 houses ahead within 8 months, cutting build times and reducing waste significantly.
- Directed operations across multiple concurrent housing developments, overseeing scheduling, procurement, and workforce allocation.

Account Manager | MWB Building Contractors, Rocklin, CA | 2003 - 2006

- Led production framing and siding on up to 65 houses per week, managing field operations for a crew of more than 250 employees.

Area Manager | Mark Scott Construction, Walnut Creek, CA | 2001 - 2003

- Managed multiple concurrent insurance rehab and repair projects for residential clients throughout the region.

Early Career Progression (Laborer to Foreman) | 1992 - 2001

- Developed hands-on knowledge in framing, finishing, site coordination, and team supervision.

Certifications

- Licensed Michigan Builder | License #242300274
- OSHA 30-Hour Construction Safety Certification | Certificate #06877114
- Authorized Climber/Rescuer (ComTrain) | Certificate #6486-40425-57
- VSI Certified Vinyl Siding Installer | Certificate #29361
- Deckorators Certified Pro Installer

Technical Skills

- On-Screen Takeoff
- AutoCAD
- Advanced Microsoft Excel, Microsoft Office Suite, Google Workspace
- Buildertrend, Acculynx (project management software)
- Prompt Engineering & LLM Integration
- Custom AI Agent Design & Deployment (OpenAI Assistants API, Anthropic/Claude API)
- Agent Harness & Multi-Agent Orchestration — build frameworks that coordinate multiple AI agents across complex, multi-step workflows
- Custom GPT Development — design and deploy tailored GPTs for end-user interaction, business automation, and domain-specific tooling
- AI Workflow Automation — integrate LLMs into real business processes including scheduling, estimating, documentation, claims processing, and CRM
- Conversational AI & Chatbot Deployment — customer-facing AI systems for lead capture, support, and guided workflows
- AI-Powered Research & Data Gathering — autonomous agents for web research, data extraction, and information synthesis
- Business Process Automation via AI — eliminate repetitive tasks and streamline operations across construction, insurance, and general business contexts
- Web Integrations & API Connectivity — connect platforms, services, and data sources via APIs and webhooks
- Tool Stack Design & Selection — evaluate and assemble best-fit technology stacks for business and product needs

- **Product Requirements Documents (PRDs) & Project Briefs** — write clear, structured specs that align development teams and stakeholders

Core Competencies

Construction Project Management | Sales & Business Development | Customer Service | Problem Solving | Budgeting & Estimating | Quality Control & Safety Compliance | Vendor & Client Relationship Management | Blueprint & Contract Interpretation | Team Leadership & Personnel Oversight | Training & Staff Development | Dispute Resolution | Materials Procurement & Supply Chain Management | Field Data Collection & Reporting | Regulatory Compliance | Custom Carpentry & Residential Building | Insurance restoration including escalation, reporting, documentation, and rebuttal | Mastery-level knowledge of best practices for siding, roofing, windows, and related products

Authorship & Projects

- **Tavira (gdktavira.com) — Creator.** Construction inventory system: web dashboard and offline-first Android app with barcode scanning, job checkout, audit trail, and an AI assistant; in active use by residential contractors.
- **GDK Nexus (gdknexus.com) — Creator.** Digital business cards and dynamic QR codes with vCard export, event lead capture, real-time scan analytics, and team management; live and taking customers.
- **Pitch Please — Creator.** iOS and Android roof-pitch app that reads pitch from the phone's sensors and saves photos with the measurement overlay; live on the App Store and Google Play.
- **GDK Digital (gdkdigital.com) — Co-Founder & Sole Developer.** Connected business platform (project management, CRM, job costing, invoicing, AI assistants) and home of Tavira, Nexus, and Pitch Please.
- **Feathers AI (feathersai.ai) — Founder.** AI roofing estimation SaaS in development, grown from a custom GPT for low-slope roofing.
- **Public Adjuster Exam Prep SaaS — Founder.** Quiz-based study platform for the public adjuster licensing exam.
- **Author — Public Adjuster Exam Prep; Insurance Claim Denials & Escalation (both near complete).** Each designed to power a companion SaaS product.
- **Persona Engine — Creator.** Framework of 89+ portable, behaviorally profiled AI personas for LLM and agent workflows.

Education

Sierra High School — California | Diploma, Class of 1992

Continuing Education — Self-Directed

Substantially all technical and software skills acquired through independent study and applied practice — including AI development (OpenAI and Anthropic APIs), Microsoft Office Suite, AutoCAD, estimating and project management software, and the full breadth of construction and operations tooling. Learning resources include technical documentation, books, online content, and peer communities. Primary methodology: hands-on implementation, identifying what broke and why, researching the solution, and rebuilding — applied continuously across a 30+ year career and every product currently in production.