

# Brandon Tamm

*Solution Architect · Platform & Integration Leader · Residential Construction Operator*

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## SUMMARY

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Solution Architect with 15+ years leading platform, integration, and e-commerce work across agency, product, and consulting environments — including Fortune 500 multi-brand implementations on Adobe Commerce, headless AEM, Magento, BigCommerce, Akeneo (PIM), and Celigo (iPaaS). Long track record of owning discovery-to-delivery through front- and back-end engineering teams, extracting requirements, roadmapping platform investments, and shipping through complex real-time and batched integrations. Dual-customer orientation by habit: internal engineering teams on one side, enterprise and end-user stakeholders on the other.

Separately and in parallel: twenty-five years running a residential construction business — concrete, masonry, tile, stone, hardscapes, LVP, interior/exterior finishes — primarily residential and subcontracting for general contractors. Direct lived experience of the jobsite reality that residential construction software is built for.

## EXPERIENCE

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### **Solution Architect / Senior Business Systems Analyst**

**Amsive** · Remote · May 2025 – May 2026

- Led discovery and implementation architecture for a BigCommerce platform migration with Akeneo as PIM and Celigo as integration middleware; managed front-end and back-end developer teams through delivery.
- Executed discovery for the 1st Franklin Financial (1FFC) FinTech borrower portal migration; discovery output fed an AI-augmented build pipeline that produced a working implementation in approximately 2.5 hours of development time (project pending contract signature).
- Scoped and assessed multiple internal AI adoption initiatives; evaluated LLM tooling and pipeline feasibility across engineering and delivery workflows.
- Adopted and extended a harness-engineering framework for AI-augmented software builds (Context Engineering, Architectural Constraints, Entropy Management), enabling less-senior developers to execute against generated specs with reduced senior oversight.
- Served as the primary human QA layer for AI-assisted outputs — enforcing architectural consistency, catching model errors, and maintaining delivery quality.

### **Senior Business Systems Analyst / Solution Architect**

**Hammer Commerce (Weidenhammer)** · Remote · January 2023 – March 2025

- Led discovery-to-delivery for Magento (Adobe Commerce) and BigCommerce implementations across a portfolio of mid-market and enterprise clients.
- Delivered Magento development and solutions architecture work for Ikonix USA and additional clients; earned written client testimonials from engagements.
- Managed front-end and back-end developer teams through requirements, implementation, QA, and handoff.
- Weidenhammer 2024 "Rookie of the Year" award; multiple client testimonials.

### **Digital Solutions Consultant / Senior Business Systems Analyst**

**BlueAcorn iCi (Infosys)** · Remote · August 2021 – November 2022

- Led discovery-to-delivery for Adobe Commerce / Magento and headless Adobe Experience Manager (AEM) implementations at Fortune 500 scale, including a multinational electrical distribution and services company distributing Milwaukee, Bosch, Honeywell, and 3M brands.
- Managed front-end and back-end developer teams through complex real-time and batched integrations across enterprise fulfillment and marketing platforms.
- Consolidated multiple brands and sites onto a single headless Adobe Commerce backend with a React-based AEM frontend.

### **Ecommerce Developer / Full-Stack Technical Architect**

**Consolidated Equipment Group, LLC** · Alexandria, MN · July 2015 – June 2018

- Architected, developed, integrated, and optimized multi-site Magento 1 and 2 implementations for two heavy-equipment attachment manufacturing brands.
- Led a four-person Magento / Salesforce integration team; delivered real-time Magento ↔ Salesforce Marketing Cloud, Sales Cloud, and InsideSales integrations.
- Architected containerized e-commerce solutions; implemented CI/CD with automated backups and micro-service level monitoring and alerting.
- Built a custom module extension to collect customer data at add-to-cart; automated lifecycle campaigns and lead qualification to connect qualified leads to auto-assigned sales reps within four minutes.
- Transitioned business strategy from lead generation to direct e-commerce.

### **Ecommerce Business Analyst / Ecommerce Strategy Manager**

**Asset Marketing Services (AMS)** · Burnsville, MN · March 2010 – June 2013

- Redeveloped e-commerce and email marketing platforms; managed strategy across four brands.
- Led e-commerce and email vendor selection across 500+ combined requirements; identified and secured \$400K annual cost savings (Electrum Award, 2012).
- Transitioned 493K customers and integrated six databases with Responsys and Magento; integrated Magento with ERP, CRM, and multiple marketing platforms.
- Delivered integrated e-commerce redevelopment 15% under budget.
- Introduced automation that increased email revenue 43% and orders 51%; decreased email production costs 50% while increasing deployments 33%.
- Optimized paid-search campaigns: +43% traffic and revenue, +36% orders at –37% cost. Increased organic search traffic 42%. Doubled new-customer counts and increased lifetime value 29%.

### **Solution Architect / Full-Stack Developer — Independent**

**Brandon Tamm Marketing & Web Development** · Remote · December 2009 – Present

- Long-running independent practice: web development, solutions architecture, search and email marketing, and e-commerce optimization for small and mid-market clients.
- Ongoing engagements bridge the 2013–2015 and post-2018 periods between full-time roles.

### **Owner / Operator**

**Brandon Tamm Construction** · Osakis, MN · 2001 – Present

- Twenty-five years in the residential trades: concrete, masonry, tile, stone, hardscapes, LVP, interior/exterior finishes.
- Primarily residential work and subcontracting for general contractors across central Minnesota.

## **SELECTED PROJECTS**

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**Store Fulfillment Module for Adobe Commerce (Magento)** — Walmart × Adobe (Fortune 500 #1 and #235). 700 tickets, 79K lines of code, 30 contributors, 36 weeks. Connected any Adobe Commerce implementation to Walmart's store fulfillment API; now offered as a core Adobe Commerce extension to native In-store Pickup and Multi-Source Inventory.

**Headless Adobe Commerce + AEM** — Fortune 500 multinational electrical distribution and services company. Consolidated multiple brands and sites onto a single headless Adobe Commerce backend with a React-based AEM frontend; complex real-time and batched integrations across enterprise, fulfillment, and marketing platforms.

**1FFC Borrower Portal** — 1st Franklin Financial Corporation. Consumer-facing FinTech portal; discovery output drove an AI-augmented build pipeline that produced a working implementation in approximately 2.5 hours of development time.

**Adobe Commerce × Salesforce / InsideSales / Marketing Cloud** — Real-time integration with Salesforce Sales & Marketing Clouds for lead-generation e-commerce. Contacts and abandoned carts trigger opportunity creation; lead qualification, lifecycle campaigns, and autodialing connect qualified leads to auto-assigned sales reps within four minutes.

## SKILLS

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**Solutions Architecture & Delivery.** Technical discovery, platform scoping, requirements documentation, stakeholder communication, team leadership through discovery-to-delivery, roadmap ownership, agile ceremonies (scrum, sprint planning, retrospectives), delivery QA.

**Commerce & Content Platforms.** Adobe Commerce / Magento 1 & 2, Adobe Experience Manager (headless, React), Oracle Commerce, BigCommerce, WordPress, Shopify, Akeneo (PIM), Celigo (iPaaS).

**Integrations & Data.** ERP and CRM integration, real-time and batched data flows, API design, identity and access flows, Salesforce Marketing Cloud, Oracle Responsys, Adobe Experience Cloud, Sales Cloud / SugarCRM, InsideSales.

**Development.** PHP, SQL, HTML, CSS (SASS / LESS), Node / Composer, Git, Warden, Docker, Kubernetes, Linux, Apache, Nginx.

**DevOps & Cloud.** AWS, Azure, Google Cloud, Bitbucket Pipelines, GitLab, Adobe Cloud, Nexcess, DigitalOcean, Vultr, CI/CD.

**AI & Automation.** LLM orchestration and pipeline design, AI-augmented development workflows, harness-engineering spec automation (Context Engineering, Architectural Constraints, Entropy Management), prompt engineering, AI output QA, Ollama, Open WebUI, LiteLLM, MCP browser automation, Playwright.

**Trades** (*Brandon Tamm Construction*). Concrete, masonry, tile, stone, hardscapes, LVP, interior/exterior finishes.

## EDUCATION

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**Bachelor of Science, Marketing** — Saint Cloud State University (AACSB accredited)

## HONORS & AWARDS

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- Weidenhammer — 2024 "Rookie of the Year" and multiple client testimonials
- Asset Marketing Services — 2012 "Electrum Award" for \$400K annual cost savings
- American Marketing Association — 2007 "Outstanding Achiever Award"
- AMA National Conference — 2007 "Dr. Carl Mann Webmaster Award" (Third Place)