

# MICHAEL DONOVAN

AI Engineer · Founder · Automotive AI Platform Builder

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## SUMMARY

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Automotive industry veteran turned hands-on AI engineer and founder. Two decades from the shop floor to the sales floor to the codebase, credited with helping generate a reported \$2.4B in dealer profit. Self-taught across full-stack and AI infrastructure, now architecting and shipping production AI for dealers, OEMs, agencies, and small businesses: a live automotive market-intelligence platform, a GCP-native meeting-intelligence agent platform, multi-tenant SaaS, and the data-origination and agent systems beneath them.

## CORE COMPETENCIES

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**AI & Agent Engineering:** Google ADK 2.0 agents, multi-agent & multi-model orchestration (Claude, Codex, Gemini), Claude Agent SDK, Vercel AI SDK (streaming assistants), MCP server & tool development, RAG over BigQuery VECTOR\_SEARCH, prompt & context engineering, multimodal generative AI (Gemini, Imagen, Veo).

**Full-Stack & Product:** Next.js 16 / React 19 / TypeScript (strict), Tailwind v4, shadcn/ui; NestJS, FastAPI, Prisma / PostgreSQL, BullMQ / Redis; pnpm + Turborepo monorepos; Clerk (multi-tenant orgs), Firebase, Supabase, Vercel, Railway, Cloud Run; GitHub Actions CI/CD.

**Data & Market Intelligence:** Web-scale data origination & enrichment (Bright Data), automotive inventory / pricing / incentive extraction; Google Cloud, BigQuery & BigQuery ML, native VECTOR\_SEARCH + Gemini embeddings, Vertex AI; analytics & attribution across GA4, Google Ads, Search Console, GTM, Amplitude.

**Growth & GTM:** Demand & lead generation, account-based marketing (ABM), marketing automation, BDC operations, SEO/SEM, go-to-market strategy, revenue attribution.

## EXPERIENCE

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### Founder & Principal AI Engineer

2025 – Present

*Vandoko*

*New York*

- Building Vandoko's multi-product AI platform for the automotive industry and small business, owning the full lifecycle from data origination to multi-tenant architecture to frontend.
- Architect and ship across production and beta: a real-time market-intelligence platform, a multi-tenant SaaS, design-system tooling, and a multi-model agent layer orchestrating Claude, Codex, and Gemini (systems detailed below).

### VP of Marketing

2024 – May 2026

*Strolid, Inc.*

*Remote*

- Hired full-time after an initial 2024 consulting engagement to lead marketing for AI-powered BDC (Business Development Center) services for OEM-franchised dealerships; own demand generation, go-to-market, and brand.
- Refocused lead generation on high-quality mid-to-large automotive groups, lifting monthly opportunities from an average of 12 to 50+ rooftops, a 40% MRR increase and a record-breaking Q2 2025.

### National Sales Director

2024 – 2025

*Dealerverse*

*AI-Powered Automotive SaaS*

- Led national sales strategy for an AI-powered automotive SaaS platform during its go-to-market phase.

### Co-Founder & Visionary

2012 – 2023

*OOMDO, Digital Marketing Defined*

*Full-Service Digital Marketing & Technology Agency*

- Co-founded a full-service digital marketing and technology agency; the automotive division drove ~95% of revenue. Generated \$60M+ in sales over a decade and employed 20+ specialists.

- Built the team, processes, proprietary lead-capture / conversion technology, and operating systems still in use today.
- Client results: took an upstate-NY Honda dealer from #182 to Top 25 nationally and from 150 to 500+ units/month; drove three consecutive record months exceeding \$1.2M in variable operations.

### Director of Search Marketing

2011 – 2012

*Lia Auto Group*

*Top-50 U.S. Auto Group*

- Brought SEO/SEM in-house across an 18-rooftop, top-50 U.S. auto group, driving a 34% traffic increase (84% organic) in one year.
- Panelist, Digital Dealer 11, "The Best of the Best: Demystifying SEO".

### Salesperson, then Marketing Director

2009 – 2011

*Lazare Auto Group*

*Automotive Dealer Group*

- Sold cars from October 2009 and ranked among the top 50 U.S. automotive salespeople (OEM-ranked).
- Promoted to Marketing Director; built a lean team that 4X'd lead volume and established lead-source attribution independent of vendor silos via progressive (for the time) GA configuration and cookies.

### Earlier: Startup & Shop-Floor Roots

2005 – 2009

*DOM360, Dealer Online Marketing · Automotive Service*

- First hire and Senior Account Manager at DOM360, an automotive digital-marketing startup: project management, product, vendor management, paid & organic search, and analytics. Began in automotive in 2005 as a hands-on technician at a friend's independent shop (motorcycles and cars: detailing, the tire machine, lube-oil-filter, brakes, and rotations) before moving into digital.

## SELECTED BUILDS & SYSTEMS

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Vandoko.ai + Scrapey-Do, Automotive Market Intelligence Platform. Data-origination engine (NestJS, Prisma / PostgreSQL, BullMQ / Redis, Bright Data) serving competitive inventory, pricing, and incentives behind a Next.js + Clerk + Vercel AI SDK product. Live beta · vandoko.ai

Meeting Intelligence Platform (open-source initiative). Google ADK 2.0 agent + BigQuery VECTOR\_SEARCH RAG over a normalized decision graph; FastAPI / Cloud Run, Next.js 16; five accountability artifact types; eval gates in CI, faithfulness eval in progress; synthetic-corpus public release in preparation.

Vandoko Portal, Multi-tenant AI-delivery SaaS (Next.js 16, Clerk Organizations, Vercel AI SDK streaming, Liveblocks). In development.

Brand Engine + Vandoko Registry, Next.js 16 / React 19 / Tailwind v4 template library and a production shadcn/ui component registry · registry.vandoko.com

Tool Bag, Internal multi-model AI dev-tooling layer: 14 plugins, 108 skills, Docker MCP Gateway, and 12 CI workflows orchestrating Claude, Codex, and Gemini.

CMO Marketing Automation Agent (open source), Multi-agent system on the Claude Agent SDK with RAG (NotebookLM) and Gemini generation · github.com/mautomo

## CERTIFICATIONS & CREDENTIALS

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- Adobe (Coursera, 2025): Adobe Content Creator Specialization (Generative AI, Multimedia, Social Media Content & Strategy, Design Fundamentals).
- Google (Coursera, 2024): Digital Marketing & E-commerce Professional Certificate; AI Essentials; Data Analytics Foundations. Google Developer Program: Active Member (ADK / GEAR paths; expanding BigQuery & ML).
- In progress / targeted: GCP Generative AI Leader · Professional ML Engineer · Professional Data Engineer.