

MICKEY COKE

AI-Accelerated Systems Builder · Data Migration Specialist · Solutions Architect

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SUMMARY

Thirty-year track record of turning business needs into working software — as analyst, architect, product owner, and founder. Now ships production systems with agentic AI: Claude Code as a daily driver, multi-agent orchestration as a working method. Founder of Performance Tracker, a fitness-studio SaaS with 14 years of paying customers — replaced its entire platform with a two-month AI-assisted rebuild now running in production, with 700,000+ training sessions and 4.6 million exercises live-migrated. Deep specialty in legacy data rescue — the hand-written SQL driving Domino's US and worldwide POS data migration.

AI-ACCELERATED DEVELOPMENT

- Claude Code as daily driver; GitHub Copilot. Builds, tests, and ships complete systems through agentic workflows.
- Built and shipped a production SaaS platform in two months: replaced Performance Tracker's 14-year FileMaker platform — multi-tenant FastAPI + PostgreSQL backend, React frontend, Docker, test-enforced data-access security (CI fails on any unscoped query), Playwright/Vitest suites, Telegram-bot ops over Tailscale. Live in production today.
- Executed the live production data migration: 700,000+ sessions, 4.6M exercises, 8,800+ clients, 420 machines moved from FileMaker to PostgreSQL with row-level audits — while studios kept training.
- Multi-agent orchestration: designed a trading platform's architecture via a 12-agent process — 6 deep code reviews, 3 design tracks, 2 adversarial critique passes, and synthesis.
- AI in enterprise work: AI-assisted diagnostic tooling, data transformation, validation analysis, and requirements documentation at Domino's.

EXPERIENCE

Domino's — Ann Arbor, MI · Aug 2020 – Present

Senior Technical Business Analyst / Data Migration Specialist · Data Analytics Lead

- Author the hand-written SQL queries that drive the legacy-POS data-migration process for US and worldwide stores moving to next-generation point of sale, ensuring data integrity and business-rule compliance.
- Created 30+ analysis utilities used throughout data migration and cart pricing — resolving worldwide product-configuration and system-logic issues quickly and effectively.
- Built AI-assisted diagnostic tools on top of hardened scripts and queries, accelerating migration troubleshooting; built Splunk dashboards for migration and pricing visibility.
- Rapid-prototyped JSON transformations in Bash; built FileMaker utilities automating JSON transformation, reducing developer effort and error rates.
- As Data Analytics Lead: developed BI and FileMaker tools analyzing 25,000+ orders to validate pricing models; used Microsoft BI to uncover systemic pricing issues and guide development fixes.

Performance Tracker (trackformance.com) — Founder / Software Developer · Mar 2010 – Present

- Founded and built a cloud-based iPad platform for boutique fitness studios and franchises: 14 years of paying customers · 700,000+ training sessions · 4.6 million exercises tracked · 8,800+ clients · 420 machines.
- 2026: replaced the entire 14-year FileMaker platform with a from-scratch rebuild delivered in two months (agentic AI daily): multi-tenant FastAPI + PostgreSQL, React, Docker, exact mid-session resume, test-enforced tenant isolation — then performed the live data migration into production, row-audited and reconciled, while studios kept training.
- Live products on the platform: PerformanceTracker at trackformance.com/welcome (studio SaaS — performance history, routines, machine settings, time-under-load, multi-studio/franchise rollups, paper-to-digital conversion); REP 10-10 at rep1010.com/welcome (consumer voice-only strength coach — runs the whole session aloud, built on 700,000 recorded sessions; installable PWA, no account required); Ads (turns anonymized member results into geo-tagged, studio-branded campaign creative — captions, QR codes, tile artwork); PodTracker (creator referral engine — searchable podcast/YouTube transcript quotes with the creator's products beside every result, plus a crawlable Guides layer).

Park West Gallery — Southfield, MI · Nov 2018 – Mar 2020

Product Owner / Solutions Architect / Senior Business Analyst

- Owned and prioritized the backlog for point-of-sale systems, AR mobile apps, and cruise-line touch-wall appliances.
- Designed and implemented checkout and financial-reconciliation software across business units; delivered rapid custom systems for Finance when core dev resources were unavailable.

Internet Brands — Troy, MI · Apr 2018 – Nov 2018

Technical Delivery Owner / Lead Business Analyst — FCA Digital Dealer analytics (GoodData)

- Led a team of 3 business analysts; delivered reporting and integration solutions across 2,600+ FCA dealerships.

FordDirect — Dearborn, MI · Aug 2016 – Apr 2018

Senior Business Analyst / Solutions Architect — Ready Shop Go consumer portal

- Product owner for the consumer portal: user stories, backlog, and third-party service integrations.
- Established big-data governance, metadata standards, and quality gates with digital strategy and PMO leadership; delivered dealer-facing analytics and SQL reporting.

North American Bancard — Troy, MI · 2014 – 2016

- Architected CI/CD pipelines with Puppet, Bamboo, and Ansible; administered Jira, Confluence, Bamboo, and Stash; chaired the Change Control Board; enforced PCI/PII compliance.

Earlier Career — HP, EDS, General Motors · 1995 – 2014

- Senior business analyst and technical lead across GM design centers and Spirit AeroSystems (led a 4-analyst PLM/SAP team); pioneer-era virtual-reality and 3D-visualization consulting (powerwalls, CAVE, global render farms); US patent application #20030078859 (interactive online 3D product modeling); a decade of independent consulting building custom iOS, FileMaker, and web systems for small businesses.

SELECTED PROJECT — CODIFY THE CODE

A compiler for law (codify.trackformance.com): parses statutory text into scoped definitions and conditional rules, then evaluates fact scenarios against the codified law with full derivation traces. Honest stops instead of guesses when the text hands judgment to humans; every lookup requires an explicit date; version history instead of deletion; validated by blind conformance testing against a synthetic statute with known answers. The same AI-accelerated build discipline, applied to an entirely new domain: legal-tech.

SKILLS

- **AI development:** Claude Code (daily driver), GitHub Copilot, multi-agent orchestration, AI-assisted diagnostics, testing & documentation
- **Languages:** SQL / T-SQL, Python, JavaScript, PHP, Bash, JSON transformation
- **Current stack:** FastAPI, SQLAlchemy, PostgreSQL, React, Vite, Tailwind, Docker, Playwright, Caddy, Tailscale
- **Data & BI:** MSSQL, MySQL, SQLite, FileMaker (expert), Splunk dashboards, Microsoft BI, Domo, GoodData, Tableau
- **DevOps:** Git, CI/CD (Jenkins, Bamboo), Puppet, Ansible, AWS / LAMP
- **Product & process:** Requirements elicitation, user stories & epics (Jira, Confluence), UAT, Scrum / Kanban / SAFe, wireframing (Axure, Balsamiq)

EDUCATION & LINKS

- Bachelors in Electrical Engineering — Oakland University · Puppet Administrator Training
- **Products:** trackformance.com/welcome · rep1010.com/welcome · codify.trackformance.com
- FileMaker portfolio (Upwork): upwork.com/freelancers/~0161d8d8dcac9e59e2