BRYSON CRAWFORD

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Operations Leader | Sales & Business Development | Process Automation & AI

SUMMARY

Multifaceted operator who manages people, builds systems, and closes business. Led 100+ union employees at Avis LAX, built a multi-brand fulfillment company from the ground up, and since May 2026 has founded a lending brokerage that funded 5 loans (~$1M) and runs on custom AI tools built in-house. Brings a manager's backbone, an operator's view of the full business, and an entrepreneur's sales drive.

CORE STRENGTHS

- **Leadership:** Led 100+ union employees at Avis's busiest U.S. location; coaching, scheduling, escalations.
- **Operations:** Built a multi-brand fulfillment company from scratch; supply chain, vendors, forecasting, KPIs.
- **Sales:** 15–22% upsell lift, 12% growth in repeat corporate rentals, and a brokerage taken from zero to 5 funded loans (~$1M).
- **Automation & AI:** Builds tools that remove tedious work (broker CRM, AI underwriting chatbot, e-signature app) with Claude Code, hosted on Supabase and Cloudflare; fluent in Excel, Workday, UKG, Shopify, and ERP systems.

PROFESSIONAL EXPERIENCE

Kinship Commercial LLC May 2026 – Present

Founder & Lead Broker Los Angeles, CA

- Founded and lead a commercial lending brokerage placing DSCR, fix-and-flip, bridge, and construction loans for real estate investors; funded 5 loans totaling ~$1M since May 2026.
- Approved with ~10 private lenders; screened hundreds of investor borrowers and structured deals end to end.
- Contacted ~100 realtors to build a referral pipeline; drafted co-brokerage agreements.

Avis/Budget Car Rental Group March 2025 – May 2026

Operations Manager Los Angeles, CA

- Led and developed 100+ union employees across customer service, inventory, production, Preferred services, and returns at Avis LAX, the company's busiest U.S. location.
- Led daily sales-focused huddles that lifted staff upsell performance 15–22% across insurance, fuel plans, and premium vehicle categories.
- Supported enterprise accounts (Amazon, Apple, Boeing, Raytheon), contributing to a 12% increase in repeat corporate rentals.
- Reduced overtime costs 18% by optimizing scheduling and forecasting in Excel, Workday, and UKG while maintaining full coverage and service levels.

John Geiger Co & Dead Atlantic April 2019 – September 2024

Director of Operations Los Angeles, CA & Tampa, FL

- Built and scaled a multi-brand fulfillment operation from the ground up: warehouse layout, inventory systems, and repeatable processes replicated across brands.
- Owned the end-to-end supply chain, from overseas vendor negotiation (improving gross margin 8–12%) through receiving, warehousing, and DTC and wholesale shipping.
- Raised order accuracy 25% and sustained a 95% customer satisfaction rate using Shopify, ShipStation, and ERP systems.
- Reduced stockouts and excess inventory 20%+ by analyzing inventory levels, order quantities, and safety stock.
- Executed wholesale fulfillment for major retail partners, including Paris Fashion Week deliveries, under strict deadlines.

SELECTED PROJECTS (CLAUDE CODE, SUPABASE, CLOUDFLARE)

- **Broker pipeline CRM:** deal notes, loan calculations, lender matching, lender emails, and a term comparison view that highlights differences between lender offers.
- **AI underwriting chatbot:** investors stress-test property deals and get game plans and rough qualification estimates for investment property loans.
- **b-sign:** e-signature web app to edit PDFs, send them for signature, and track progress, simple enough for senior users.
- **The Aigent:** helped launch this AI newsletter (11,000 subscribers) explaining trending GitHub repos and AI tools to non-technical readers. Also built the firm's website, an espresso tool, and a card game app.

EDUCATION

BA, Sociology | San Jose State University | May 2017