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Jose (Zay) DeHerrera

PROFESSIONAL SUMMARY

I'm the Co-Founder and AI Systems Engineer at Bauer DeHerrera Technologies, where I develop software solutions for government offices. I also own Gunnison Snack Distribution LLC, partnered with Utz Snacks, and co-own 4-Life Concrete, managing operations, administration, and crew oversight.

PRIMARY SKILLS

- AI Systems & Software Development
- Project & Operations Management
- Leadership & Team Management
- Sales and Customer Engagement
- Market Analysis & Inventory Control
- Budgeting & Financial Oversight
- Conflict Resolution & Crisis Management

EXPERIENCE

Gunnison Snack Distribution LLC, Gunnison CO – Owner

NOVEMBER 2024 – PRESENT

- Oversee consistent and timely delivery of popular snack items to local retailers and businesses.
- Maintain optimal stock levels and ensure exceptional service to meet clients' snack needs.
- Handle route optimization, merchandising, and accounting to maximize efficiency and profitability.

Kroger Personal Finance, Gunnison CO – Credit Champion

JULY 2023 – PRESENT

- Oversee Gift Cards, Lottery, and any financial queries from customers.
- Proactively engage customers to promote Kroger's credit card offerings and benefits.
- Leverage strong communication skills to drive credit adoption, supporting store sales and enhancing customer retention.

Bauer DeHerrera Technologies LLC, Gunnison CO – Co-Founder & AI Systems Engineer

JANUARY 2023 – PRESENT

- Spearhead the design and implementation of AI-driven software solutions for government offices.
- Establish and maintain rigorous development practices to ensure product quality and performance.
- Collaborate on strategic planning, client engagement, and operational decision-making to align solutions with strict government requirements/regulations.

4 Life Concrete, Pueblo CO – Co-Owner

JULY 2020 – PRESENT

- Manage administrative operations, supervise concrete finishing crews, and work on-site to ensure high-quality workmanship.
- Oversee project timelines, budgets, and client communications within a family-owned construction environment.
- Maintain quality control, financial accuracy, and customer satisfaction to drive business growth.

Western Colorado University, Gunnison CO – Resident Assistant

JANUARY 2022 – AUGUST 2023

- Oversaw a student housing community by fostering a supportive, inclusive environment and promoting effective communication.
- Employed team-building and conflict-resolution skills to address issues promptly and fairly.
- Used crisis management techniques to maintain resident safety and enhance community well-being.
- Planned and executed events to strengthen community bonds and improve the residential experience.

Philmont Scout Ranch, Cimarron NM – Ranger

APRIL 2022 – AUGUST 2022

- Led more than 10 backcountry expeditions, prioritizing participant safety and education.
- Trained in first aid, CPR, and search-and-rescue operations to handle emergencies in remote settings.
- Implemented bear and mountain lion safety protocols to minimize risk during wilderness activities.

DICK'S Sporting Goods, Aurora CO – Operations Manager

NOVEMBER 2018 – JUNE 2020

- Oversaw daily store operations, managing sales, customer service, and inventory control.
- Maintained strict quality, safety, and budgetary standards through effective scheduling and employee development.
- Collaborated with corporate leadership to implement new processes, track performance metrics, and reinforce company policies.
- Fostered a customer-focused culture, consistently meeting or exceeding store performance targets.

Front End Lead

FEBRUARY 2017 – NOVEMBER 2018

- Managed a high-volume customer-facing team, setting performance benchmarks in sales and customer engagement.
- Achieved #1 nationwide ranking in credit card signups, boosting store revenue and improving customer retention.

Front End Clerk

NOVEMBER 2016 – FEBRUARY 2017

- Operated point-of-sale systems, processed transactions accurately, and provided prompt, friendly service.
- Assisted customers with product inquiries, returns, and exchanges, ensuring a positive shopping experience.
- Maintained a tidy checkout area and adhered to loss prevention policies.

EDUCATION

Western Colorado University, Gunnison CO – Computer Science, AI & Software Focus

AUGUST 2021 – MAY 2025

Western Colorado University, Gunnison CO – Business Administration

AUGUST 2021 – DECEMBER 2025