Joe McCarley

Full Chronological Resume

Enterprise Reporting | Database Operations | Technical Consulting | Applied AI

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Portfolio: https://aidevbench.com | GitHub: https://github.com/aidevbench

Professional profile

Report Developer and technical systems builder with a career spanning enterprise reporting, database administration, business-intelligence consulting, customer-facing technical support, training, and applied AI. Translates operational requirements into reports and usable systems, supports their reliability, and works directly with customers and stakeholders to explain results and resolve discrepancies. Combines longstanding SQL and reporting experience with current AI-assisted development and independent AI evaluation and agent-workflow projects.

Core capabilities

- Enterprise data and reporting: SQL Server, T-SQL, Crystal Reports, Crystal Enterprise, Business Objects, SSRS, stored procedures, views, ETL, DTS, SSIS, SSAS, and OLAP.
- Platform operations: database administration, performance tuning, upgrades, patching, disaster-recovery planning, log shipping, access controls, and development/QA/production environments.
- Customer and technical delivery: requirements discovery, consulting, project coordination, technical training, mentoring, reporting demonstrations, customer data reviews, and discrepancy investigation.
- Applied AI and development: AI-assisted prototyping, evaluation workflows, provenance, agent orchestration, model-routing and cost policies, and inspection visualization.

Professional experience

Southwest Airlines Technical Operations

Report Developer | August 29, 2022 - Present

- Develop enterprise reports supporting Technical Operations, connecting operational questions with stakeholder requirements and practical data delivery.
- Demonstrated citizen-development work to Technology on October 5, 2026, with leadership on both sides expressing support. Shared the GitHub repository; follow-up is pending.
- Invented and created the Dent Visualizer inspection-visualization application using ChatGPT-assisted development.
- Developed a sanitized demonstration featuring interactive 737-family geometry, zonal inspection, measurement and section controls, and example inspection history.
- Projected significant annual recurring savings from the inspection-visualization work in August 2026. This remains a dated projection, not realized savings or a newly validated business case.

Career Break

2017 - August 2022 | Approximately five years

Career break; returned to work at Southwest Airlines on August 29, 2022.

Coinmach / Appliance Warehouse / CSC ServiceWorks

Sr. Database Report Developer | 2007 - September 2017

Earlier role recorded as DBA / Report Developer at Coinmach / Appliance Warehouse; later role recorded as Sr. Database Report Developer at CSC Service Works within the same tenure.

- Developed reports using Crystal Reports, Business Objects, and SQL Server Reporting Services for operational, management, and executive needs.
- Served as the primary onsite DBA and Business Objects / SAP administrator, managing server upgrades, patches, and disaster-recovery planning.
- Created and maintained log shipping to a separate server for backup and reporting purposes.
- Supported the creation and evolution of the Air Valet system, delivering timely reporting of air-machine revenue and alarm codes to clients.
- Created a cellular-data reporting backend and customer-facing report suite that supported collection planning and enabled customer payouts based on reported data before physical collection.
- Led monthly customer calls to explain reporting results, investigate discrepancies, and connect customer questions with underlying data and operational processes.
- Served as the senior data and reporting resource for all business units and other onsite developers.

Mosaic

Business Objects Ent XI / SharePoint Administrator | December 2005 - November 2006

- Administered Business Objects and Windows SharePoint Services 2.0 servers in a clustered, load-balanced environment, with a historically reported audience of more than 1,000 internal and external users.
- Served as the senior application specialist for Business Objects Enterprise, Crystal Reports, Web Intelligence, Business Views, Universes, and OLAP Intelligence.
- Represented the company in work with Business Objects, coordinating application testing, bug reporting, and issue resolution.
- Served as a senior technical resource for IIS 6.0, Windows SharePoint Services 2.0, and Microsoft SQL Server.
- Managed development, QA, and production environments, including installation, maintenance, and documentation.
- Designed and managed integrated Active Directory security and oversaw change-management processes.
- Advised QA and development teams on system design and performance tuning.
- Designed and maintained executive reports, stored procedures, views, and Business Objects Enterprise XI auditing reports.

Software Spectrum

Reporting Analyst III | August 2005 - December 2005

- Created custom Crystal Reports, stored procedures, and views, and designed and maintained DTS packages supporting reporting needs.
- Converted a custom ASP reporting application into standardized Crystal Reports integrated with the Business Objects Enterprise distribution and delivery system.
- Developed executive revenue dashboards.
- Installed and configured a Business Objects Enterprise XI Premium test environment, including Performance Manager and Dashboard Manager.
- Created universes and universe connections and prepared and delivered an executive proof-of-concept demonstration.

Comsys

Contractor | September 2004 - February 2005

Client: T-Mobile Hotspot

- Worked as a senior report and SQL developer, creating stored procedures and reports for assigned projects.
- Gathered customer requirements directly and delivered custom ad hoc reports.
- Mentored incoming contractors and introduced them to reporting requirements.
- Led research into SharePoint Portal Server integration with Business Objects plug-ins.
- Maintained source code and documentation in Rational ClearCase and tracked QA-reported errors in Rational ClearQuest.
- Participated in QA to troubleshoot issues and support project delivery.

T-Mobile Hotspot

Report Developer | October 2002 - September 2004

- Developed SQL Server-based reporting using stored procedures, SQL jobs, DTS packages, and Crystal Reports.
- Administered Crystal Enterprise and gathered reporting requirements across departments.
- Built the development, QA, and production Crystal environments and supported QA troubleshooting and analysis.
- Held sole responsibility for corporate reporting-system upgrades from versions 7 to 9 and from 9 to 10.
- Received the T-Mobile All Access Ticket Award for outstanding performance.
- Served as a guest speaker for the DFW Crystal Users Group.

E-Talk Corporation

Consultant | December 2001 - October 2002

- Developed custom Crystal Reports for external clients using the E-Talk Customer Care QA database.
- Expanded into a client-training role, traveling to customer sites to teach product use.
- Provided customized instruction in Crystal Reports development.

DSG Technology, Inc.

Sr. Consultant/Programmer | January 2000 - September 2001

- Delivered onsite and office-based client projects for DSG, historically described as Seagate Software's Enterprise Partner of the Year.
- Gathered technical and functional requirements and worked as either project manager or team member, depending on the engagement.
- Delivered business-intelligence consulting and database reporting using Seagate Info, Crystal Enterprise, and Crystal Reports.
- Created and maintained databases on SQL Server 7.0 and SQL Server 2000, including performance work and Data Transformation Services.
- Participated in beta testing and product training for new services.
- Developed client and internal ASP/web applications using VBScript and VB Web Classes.
- Built custom OLAP cubes and reports using Seagate/Crystal OLAP tools and methods.

Software Spectrum, Inc.

Technical Analyst | 1999 - 2000

- Provided telephone and web-based technical support for Seagate Info and Crystal Reports as a certified Seagate Software administrator.
- Helped customers troubleshoot installation, configuration, and administration of network components.
- Supported database connectivity, ODBC administration, and report design.
- Performed basic Microsoft SQL Server and Oracle server administration.

Left this role to move directly to DSG Technology.

Webh.com, Inc.

Field Engineer / Senior Programmer | Approximately 1997 - 1998

- Developed and maintained websites, administered office networks, and performed client/server work.
- Advanced into senior programming responsibilities and oversight of other programmers.

Additional early career

CompUSA corporate call center

Technical Service Representative | Dates not established

- Supported Quicken during a short contract and worked with an Access-based call-tracking database.

Selected applied AI and project work

AIDevBench

AI evaluation platform in development

- Designed evidence-first evaluation workflows connecting benchmark artifacts, inference economics, provenance, trust scoring, model-routing and budget policies, and guarded result ingestion.
- Developed work-packet and result structures, policy checks, and developer-facing workflows for evaluating what works, what it costs, and what can be trusted.

DS-STAR / MLE-STAR

Research-inspired agent workbench prototypes

- Explored specialist-agent orchestration, structured tools, React interfaces, and synthetic-data workflows for data science and machine-learning engineering.
- DS-STAR work includes FastAPI/WebSocket integration and a synthetic airline-operations workflow.
- Research-inspired implementations; authorship of the underlying research is not claimed.

Our Daily Soul Food

Content-to-audio workflow

- Designed a repeatable reading-to-dialogue workflow incorporating persona-based scripting, provider abstraction, export tooling, and audio delivery.
- Developed a listening-focused public interface with two morning editions.

Sober Copilot

Recovery-companion product exploration

- Explored a privacy-conscious concept combining check-ins, reflection, and human connection.

Historical certifications and recognition

Historical credentials and recognition; issue dates and current certification validity are not established.

- Microsoft Certified Professional.
- Certified Seagate Info 7.5 Consultant.
- Certified Crystal Enterprise 8 Consultant.
- Certified Crystal Enterprise 8 Instructor.
- T-Mobile All Access Ticket Award.
- DFW Crystal Users Group guest speaker.

Technology experience

Enterprise and reporting history: SQL Server; T-SQL; stored procedures; views; Crystal Reports; Crystal Enterprise; Business Objects; Web Intelligence; Business Views; Universes; OLAP Intelligence; Seagate Info; DTS; SSIS; SSRS; SSAS; Active Directory; IIS; SharePoint; ODBC; Oracle client/connectivity support; Rational ClearCase and ClearQuest.

Historical application development: HTML, ASP, client/server scripting, VBScript, and VB Web Classes.

Newer project work, including AI-assisted development: JavaScript/TypeScript, React, Next.js, Python, FastAPI, PostgreSQL, AI evaluation, agent orchestration, provenance, cost governance, and 3D visualization.