

DONOVAN WATTS

BUSINESS SYSTEMS | PROCESS IMPROVEMENT | BUSINESS OPERATIONS

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PROFILE

Business systems and process improvement leader with 17 years at AnswerLab, advancing from administrative support through UX research and management into company-wide applications and operations leadership. Owned business applications, Salesforce administration, SaaS vendors, licensing, spend tracking, process design, and cross-functional delivery. Now extending that work through AI-enabled automation and financial operations systems.

Core strengths: Business systems | Process improvement | Salesforce administration | SaaS and vendor management | Integrations | Budgeting and forecasting | Cross-functional leadership | AI-enabled operations

PROFESSIONAL EXPERIENCE

- OK Computer** | *Independent Automation and AI Consultant*

2024 - Present

 - Built and operate Ground Control, combining AI-assisted interpretation, deterministic workflow rules, and accounting-system integrations for financial operations.
 - Designed Outlook-to-QuickBooks Online remittance processing with confidence-based autoposting; added journal-entry generation from recurring Paylocity payroll and Shopify sales reports.
 - Automated a law-firm commission-split workflow from multiple report uploads to one action, replacing an approximately three-hour monthly spreadsheet chore.
- AnswerLab** | *Director of Innovation and Process Improvement*

May 2019 - Mar 2024

 - Owned the organization-wide business application portfolio outside Accounting's stack and managed an estimated \$150K-\$200K in annual SaaS spend. Negotiated contracts, tracked licensing and renewals, and planned annual requirements for a 150-to-250-person remote-first organization.
 - Led Salesforce administration for hundreds of users and translated executive needs into platform changes; later managed two Salesforce administrators who reported directly to him, with responsibility for data quality, dashboards, training, and optimization.
 - Redesigned processes and integrations across HR, IT, Accounting, Research Operations, Research, and Sales, including onboarding, client compliance, digital signatures, and project kickoffs.
 - Introduced and supported Slack, Zoom, Expensify, Box, and research platforms; designed the Zoom Sessions Generator across Airtable, Google Sheets, Slack, Zapier, and Zoom.
- AnswerLab** | *UX Research Manager*

Aug 2013 - Apr 2019

 - Managed researchers and contractors and guided quality, scope, profitability, and delivery across engagements.
 - Managed three direct reports by FY2014 and built role scorecards, feedback, delegation, and FinancialForce review tools.

ANSWERLAB PROGRESSION

- AnswerLab** | *Senior UX Researcher*

Jan 2012 - Jul 2013
- AnswerLab** | *UX Researcher*

Feb 2010 - Dec 2011
- AnswerLab** | *Associate UX Researcher*

Jan 2008 - Jan 2010
- AnswerLab** | *Administrative Assistant / Admin Coordinator*

Dec 2006 - Dec 2008

Earlier AnswerLab research leadership: Led complex Microsoft, Yahoo, Walmart, Mozilla, Skype, and JCPenney engagements with strong feedback on responsiveness, insight quality, client trust, and budget control.

ADDITIONAL RECENT EXPERIENCE

Accounts Receivable Clerk, Amann USA (contract), Jul 2026-Present | SAP FI-AR cash application. Bookkeeper, Bookkeeping by Michelle, 2025-Present | QuickBooks Online books and reconciliations.

EDUCATION AND PROFESSIONAL DEVELOPMENT

B.A., Art History, University of Hawaii at Manoa | QuickBooks Online Certification Levels 1 and 2 | NACPB Accounting Fundamentals | Make Basics/Foundation | Zendesk Administrator Training

TECHNOLOGY

Salesforce | Airtable | Zapier | n8n | Slack | Zoom | Zendesk | Box Sign | Expensify | Google Workspace | QuickBooks Online | SAP FI-AR | APIs | Python | Git | OpenRouter | AI-assisted development