Jacob Sager

AI SYSTEMS AND OPERATIONS

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I write down how the place actually works, then build the AI that runs the routine part.

Right now the place is my family's 38 Supercuts salons, where I am a partner. Since July I have built the owners their first weekly report, an internal web app and 10 written procedures that AI agents follow, with a person approving everything that goes out. Before that: marketing for these same salons, software projects, customer support, and a social network I built and sold.

EXPERIENCE

2026 – Present
Austin, TX

Director of Marketing and AI Systems · Sager Supercuts

Partner in my family's franchise group and its management company. I was regional marketing director here from 2017 to 2021.

- **Weekly report.** Built the owners their first weekly report. Before July they looked numbers up in the point-of-sale system and waited for a monthly P&L. Now every Monday they get a 10-page review, a workbook and two video summaries. Since it began, the head of operations has started building an AI tool of their own and asked me to brief the area managers.
- **Decisions supported.** The review's numbers confirmed operations' call to end a texting contract, supported declining a coupon renewal and backed the owners' approval of test media in three regions. I have made the case to reprice memberships; the owners have not decided yet.
- **Agent procedures.** Wrote 10 procedures, about 12,000 words, that AI agents follow to produce the Monday review end to end. Agents draft. A person approves and sends.
- **Salon Command.** Built the group's internal web app with AI coding agents: every salon, market, campaign, decision and open flag in one place, refreshed three times a day. It runs on a read-only pull of every location's sales records (2.4 million rows in about 20 minutes, reconciled to the cent) into 24 linked Notion databases.
- **Analysis.** Measured how much a typical salon's sales swing week to week (12.6%), so the review flags only changes beyond that. Estimated price sensitivity from two real price changes and ran control-salon tests on a paid-ads vendor.
- **Marketing.** Run marketing for all 38 salons in 11 markets and report to the owners every two weeks. Direct the marketing work of area managers, office staff, an assistant and vendors.

2021 – Present
Austin, TX

AI Consultant and Founder · Jacob Sager (Brand New Colors LLC)

Independent consulting since 2021; since July 2026, alongside the role above.

- **Custom manufacturer, Houston, 2026.** Wrote the diagnostic the owner accepted. Turned our meetings into a 23-page operating manual, 11 linked Notion databases and eight workflow videos the owner's team can follow. Designed eight AI agents on one rule: agents draft, the owner approves.
- **My family's salon group, 2024.** Moved the group's point-of-sale data into an in-house database with reports and a chatbot, on a fixed fee.
- **Small businesses, 2021–2025.** Built websites, automations and Notion systems. 700+ businesses and organizations have installed my 14 free Notion templates.
- **Own projects, 2026.** Shipped dozens of sites and tools by directing AI coding agents, including a browser game with a Mac build.

2017 – 2021
TX · LA · MS

Regional Marketing Director · Sager Supercuts

My first stint at the same company, employed through The Rainbow Group, its largest ownership company.

- **Media.** Planned and bought six-figure media in six markets each quarter: mail, print, billboard, radio and digital display.
- **Central office.** Proposed and rolled out Office 365 and a company intranet serving every store.
- **Reputation.** Ran every salon's Google and Yelp pages and reviews, working through salon managers.

EARLIER

2016 – 2017

Project Manager · BuddyBoss, community software for WordPress

Managed custom social-network builds across an international Scrum team. Scoped and wrote the proposals.

2014 – 2017

Founder · jew.Camp, a social network for Jewish community leaders

Built it and sold it to an Israeli company in 2016 for cash and equity, then stayed on under contract as technical lead until 2017.

2014 – 2015

Customer Experience Manager · DynaDo, web email software

Wrote the help docs, tutorials, tooltips and onboarding wizard. Ran international support.

Before that: WordPress Producer, Skinny Limits (2013); Unit Head, Ramah Darom (2010–2013), leading 12 to 25 staff each summer; International Student Advisor, Nativ, Jerusalem (2011–2012).

TOOLS AND EDUCATION

AI	I specify, test and ship. The agents write the code. Claude Code, Claude skills and agents, MCP connectors, ChatGPT and Codex, Notion AI agents
Systems	Notion databases, GitHub and GitHub Actions, Netlify, Zenoti, Zapier, WordPress, Office 365
Operations	Multi-location reporting, point-of-sale data, experiment design, media buying, vendor management, documentation, onboarding
Education	B.A., English, The University of Texas at Austin, 2010. Acton School of Business, graduate business studies, 2013–2014 (no degree).
Languages	English, Hebrew, Spanish
Also	Host and producer of Space Midrash, a podcast on the space age and Jewish thought, 2021 to 2025 (25+ episodes). Space Business Certificate, Space4Impact, 2023.