

Peter Schmalfeldt

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SUMMARY

Senior AI Engineer and Solutions Architect with 25+ years of experience designing and delivering technology solutions across software engineering, digital commerce, data, and artificial intelligence. Proven track record leading cross-functional initiatives, building enterprise platforms, and translating complex business challenges into scalable technical solutions.

Experienced in AI strategy, solution architecture, agentic systems, enterprise enablement, governance, and rapid prototyping. Partner regularly with executive leadership and business stakeholders to identify opportunities, evaluate emerging technologies, and deliver AI capabilities that create measurable organizational impact.

EXPERIENCE

Senior AI Engineer | Patagonia | Remote | June 2026 - Present

- Lead enterprise AI initiatives across Patagonia, helping teams identify, prototype, and scale AI solutions.
- Design AI applications, agentic systems, and internal platforms while establishing architecture, governance, and security standards.
- Drive AI enablement through training, consulting, and reusable frameworks that accelerate adoption.
- Partner with executive leadership to evaluate emerging AI capabilities, define strategic roadmaps, and guide enterprise investment decisions.
- Lead rapid prototyping efforts that transform business challenges into validated solutions.
- Establish engineering standards and best practices for AI solution design, implementation, and operational governance.

Senior Digital Engineer | Patagonia | Remote | August 2022 - June 2026

- Developed AI-powered chatbots that eliminated 100% of routine onboarding and support inquiries.
- Reduced page size by 40%, decreased customer device CPU utilization by 98%, and lowered bounce rates by 5%.
- Led accessibility initiatives that expanded compliance coverage across all ADA accessibility categories.

Tier 5 - Senior SFCC Full-Stack Developer (Certified) | Red Van Workshop | Remote | December 2017 - August 2022

- Delivered Salesforce Commerce Cloud solutions for major retail brands.
- Led deployment of BOPIS, Curbside Pickup, and Same-Day Delivery during COVID-19.
- Mentored developers and promoted engineering best practices.

Freelance Solutions Architect | Manifest Interactive | Part-time | Self-employed | January 2000 - Present

- Deliver AI, automation, and full-stack solutions for startups and enterprise clients.
 - Design scalable systems, agent-based workflows, and custom development tools.
 - Advise clients on technology strategy, rapid prototyping, and digital transformation.
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EDUCATION

Bachelor of Interactive Media | Webster University | Minor in Audio Engineering | 3.85

St. Louis, MO | 2004

SKILLS

AI & Machine Learning: Generative AI, Agentic AI, LLMs, AI Solution Architecture, AI Governance, Prompt Engineering, Machine Learning

Leadership & Strategy: Technical Leadership, Cross-Functional Collaboration, Stakeholder Management, Solution Design, Enterprise Architecture

Engineering: Software Architecture, Full-Stack Development, API Design, System Integration, Automation, Performance Optimization

Platforms: Azure AI Foundry, Azure OpenAI, Microsoft Copilot Studio, GitHub Copilot, Claude Code, OpenAI, Python, JavaScript, TypeScript, Azure