

# TOMMY SAUNDERS

## RevOps Strategist & AI Systems Architect

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### PROFESSIONAL SUMMARY

Revenue Operations (RevOps) strategist and AI Systems Architect with 7+ years spanning enterprise AI implementation, marketing technology (MarTech), and go-to-market strategy. Designs and deploys enterprise-grade AI operating systems that unify business intelligence, revenue operations, and workflow orchestration — driving measurable gains in operational efficiency, conversion, and revenue. Combines hands-on prompt engineering, generative AI architecture, and automation with a commercial background of \$2.6M+ in revenue generated and 100+ transactions closed. Trusted advisor who translates complex AI capability into scalable, ROI-positive business systems.

### CORE COMPETENCIES

Revenue Operations (RevOps) • AI Systems Architecture • Generative AI & LLMs • Prompt Engineering • AI Integration & Automation • Marketing Technology (MarTech) • Workflow Orchestration • Business Intelligence • Go-to-Market Strategy • Demand Generation & ABM • Marketing Automation • Lead Scoring & Segmentation • SEO / AI-Optimization • Data-Driven Decision-Making • Stakeholder Management • Team Leadership & Mentoring

### PROFESSIONAL EXPERIENCE

#### Windfield Real Estate LLC — RevOps Strategist & AI Systems Architect

Jan 2026 – Present

- Lead revenue operations strategy and AI systems architecture, unifying business intelligence, marketing, and sales operations into a single AI-driven operating model.
- Architect engineered prompt infrastructure and automation that convert manual, multi-step workflows into scalable, single-input systems for strategy, marketing, and task execution.
- Partner with leadership to align AI implementation with revenue objectives, pipeline growth, and operational efficiency.

#### IntelligentOperations.ai — AI Solutions Architect (MarTech) & Founder

Apr 2025 – Present

- Pioneered an enterprise-grade AI operating system unifying business intelligence, revenue operations, and workflow orchestration, increasing operational efficiency by 40% for client organizations.
- Engineered a prompt infrastructure of 200+ libraries and 2,500+ engineered prompts, enabling complex multi-step workflows from single inputs and reducing implementation time by 85%.
- Built an AI-powered content generation pipeline automating personalized marketing assets across the customer lifecycle, cutting production costs 60% and time-to-market 75%.
- Implemented lead scoring and behavioral-trigger segmentation, increasing conversion rates by 32%.
- Architected end-to-end marketing automation integrating demand generation with ABM, driving 47% higher engagement and 28% lower customer acquisition cost.
- Executed SEO and AI-optimization strategy across traditional and AI-powered discovery channels, increasing organic traffic by 65% and improving core web vitals by 38%.

#### Active Logic — AI Solutions Architect

Jul 2024 – Apr 2025

- Designed end-to-end AI solution architectures with scalable data pipelines, retrieval-augmented generation (RAG) systems, and project-specific MarTech stacks.
- Standardized a Model Context Protocol (MCP) to unify inputs, boundaries, and outputs for consistent AI behavior across use cases.
- Developed AI chatbot prototypes as proofs of concept to validate architecture, mitigate risk, and align to brand voice.

- Led cross-functional discovery workshops translating business challenges into AI solution requirements and use cases.

**Crux KC** — *Sr. Paid Media Strategist*

Dec 2023 – May 2024

- Managed \$200K+ in monthly ad spend across B2B/B2C clients, exceeding KPI targets by an average of 16%.
- Built a performance-optimization framework analyzing 600+ Google Ads groups, reducing wasted spend by 21% and maximizing ROAS.
- Architected an AI-powered ad-copy workflow using prompt engineering, improving Google Ads Quality Scores from 3–5 to 7–9.
- Implemented advanced attribution, conversion tracking, and UTM tagging, reducing cost-per-acquisition by 13%.

**Branson Internet Ventures, LLC** — *Senior Product Marketing Manager*

Jan 2021 – Jul 2023

- Launched go-to-market strategy aligning product with high-value market opportunities, driving \$2.6M in new revenue via SEM and CRO.
- Led a cross-functional remote team through end-to-end UI/UX design, development, and launch of an e-commerce site processing 7,100+ first-year transactions.
- Orchestrated multi-stage customer journey campaigns and CMS management, reducing booking abandonment by 23%.
- Built a daily reporting dashboard and KPI benchmarks that accelerated data-driven decisions, contributing to 17% bottom-line growth.

**Windfield Real Estate** — *Commercial Real Estate Agent & Marketing Communications Manager* Jul 2018 – Jul 2023

- Closed 100+ commercial real estate transactions through complex deal structuring, due diligence, and multi-party negotiations.
- Executed 29 contracts in the highly regulated cannabis sector, operating successfully in compliance-heavy environments.
- Managed the end-to-end sales cycle and CRM pipeline, executing ABM prospecting, cold outreach, and lead generation.

**FEWDM** — *Head of Growth Marketing, Founder / Inventor*

Nov 2010 – Dec 2017

- Secured \$2.5M in funding and scaled a fitness-technology startup from concept to market, building brand, overseas manufacturing, and national distribution.
- Led multi-channel growth marketing (national infomercials, trade shows, digital, PR/TV) generating \$1.5M in gross revenue during a peak 90-day period and 16,000 unit sales.
- Invented and manufactured the “Rock 360” fitness product; finalist on Spike TV’s “Sweat Inc.” and won a \$50,000 grant competition.

*Earlier: Professional Rugby Player, USA Rugby Sevens (2010); Wide Receiver, Detroit Lions (2009).*

## EDUCATION

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**University of Missouri–Columbia** — Bachelor’s Degree, General Studies (2004–2008)

NCAA Division I Football (Mizzou Tigers), 2005–2008

## CERTIFICATIONS

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- LinkedIn Marketing Strategy & LinkedIn Marketing Solutions Fundamentals — LinkedIn (2024)
- AI-Powered Performance Ads & Foundations of AI-Powered Search Ads for Strategists — Google Digital Academy / Skillshop (2023)
- Google Ads — Measurement & Search Certifications — Google (2022–2023)
- HubSpot Sales Software Certified — HubSpot Academy

## TECHNICAL SKILLS

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**AI/ML:** Generative AI Architecture, LLMs, Prompt Engineering & Design, Agentic Systems, RAG, Model Context Protocol (MCP), AI Integration & Automation, AI Strategy

**MarTech & Analytics:** HubSpot, Google Ads, LinkedIn Ads, Meta/Facebook Ads, SEM, SEO, CRO, Attribution Modeling, A/B Testing, Marketing Automation, CRM

**Tools:** HubSpot, Replit, IntelliJ IDEA, Gamma