

TOMMY SAUNDERS

AI Transformation Leader | Media Strategy & Performance | AI-Powered Marketing

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PROFESSIONAL SUMMARY

Strategic AI transformation leader with 7+ years uniting media strategy, planning, and execution with hands-on AI implementation. Proven record designing roadmaps that integrate AI into media and marketing operations — evaluating AI vendors and tools, driving change management, and enabling non-technical teams to adopt AI-powered solutions. Deep, digital-first media background managing \$200K+ in monthly ad spend alongside enterprise AI architecture (generative content, predictive segmentation, automated workflows). A thought leader who translates emerging AI capability into measurable efficiency, effectiveness, and business impact, and who leads cross-functional initiatives through ambiguity to a clear path forward.

CORE COMPETENCIES

AI Transformation & Adoption • Media Strategy, Planning & Execution • AI-Powered Media Tools • AI Vendor & Tool Evaluation • Roadmap Development • Change Management • Generative Content Solutions • Predictive Analytics • Automated Media Buying • Data-Driven Optimization • Measurement & Baselineing • Thought Leadership & Stakeholder Influence • Cross-Functional Project Management • Facilitation & Communication

PROFESSIONAL EXPERIENCE

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

Jan 2026 – Present

- Lead AI transformation across marketing and revenue operations, aligning stakeholders and integrating AI into planning, reporting, and execution workflows.
- Build roadmaps and engineered prompt infrastructure that convert manual, multi-step processes into scalable, AI-powered workflows.
- Partner with leadership to define measures of success and drive adoption of AI-powered solutions across the organization.

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

Apr 2025 – Present

- Built and executed roadmaps integrating AI into marketing and media operations, enabling non-technical professionals to adopt AI-powered workflows in minutes instead of months.
- Serve as a thought leader on applied AI in marketing/media, educating and influencing stakeholders and codifying repeatable AI capabilities from problem statement to measures of success.
- Engineered generative content solutions — an AI-powered content pipeline automating personalized media assets across the customer lifecycle — cutting production costs 60% and time-to-market 75%.
- Implemented predictive, behavior-based audience segmentation and lead scoring, increasing conversion rates by 32%.
- Delivered enterprise AI operating systems unifying business intelligence and workflow orchestration, increasing operational efficiency by 40% for client organizations.
- Established baseline data, opportunity goals, and success metrics for AI-based capabilities and tests, driving data-driven decisions.

Crux KC — *Sr. Paid Media Strategist*

Dec 2023 – May 2024

- Led media strategy, planning, and execution across digital-first B2B/B2C clients, managing \$200K+ in monthly ad spend and exceeding KPI targets by an average of 16%.
- Assessed media processes and introduced AI-powered workflows — an AI ad-copy and audience system using prompt engineering — improving Google Ads Quality Scores from 3–5 to 7–9.
- Built a performance framework analyzing 600+ ad groups for automated bid optimization, reducing wasted spend by 21% and maximizing ROAS.

- Implemented advanced attribution, conversion tracking, and reporting cadences, reducing cost-per-acquisition by 13%.

Active Logic — *AI Solutions Architect*

Jul 2024 – Apr 2025

- Researched and evaluated AI tools, platforms, and MarTech stacks, architecting end-to-end AI solutions with scalable data pipelines and RAG systems.
- Led cross-functional discovery workshops, facilitating strategic conversations and translating business challenges into AI solution roadmaps and requirements.
- Standardized a Model Context Protocol for consistent, governed AI behavior across use cases.

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

Jan 2021 – Jul 2023

- Managed cross-functional collaboration and project timelines, leading a remote team through end-to-end launch of a digital platform processing 7,100+ first-year transactions and \$2.6M in new revenue.
- Orchestrated multi-stage customer-journey media campaigns with personalized retargeting, reducing abandonment by 23%.
- Built reporting dashboards, benchmarks, and KPI cadences that drove data-driven optimization and 17% bottom-line growth.

FEWDM — *Founder / Head of Growth Marketing*

Nov 2010 – Dec 2017

- Led multi-channel media strategy (national infomercials, digital, trade shows, PR/TV) through significant ambiguity, generating \$1.5M in gross revenue during a peak 90-day period.

EDUCATION

University of Missouri–Columbia — Bachelor's Degree, General Studies (2004–2008) · NCAA Division I Football

CERTIFICATIONS

Google Ads Search & Measurement Certifications • AI-Powered Performance Ads (Google) • Foundations of AI-Powered Search Ads for Strategists (Google) • LinkedIn Marketing Strategy & Solutions Fundamentals • HubSpot Sales Software Certified

TECHNICAL SKILLS

AI & Media Tools: Generative AI & content solutions, predictive analytics, prompt engineering, AI-powered media/ad workflows, automated buying & bid optimization, RAG, Model Context Protocol (MCP), AI vendor evaluation

Media & Analytics: Google Ads, LinkedIn Ads, Meta/Facebook Ads, SEM, SEO, attribution modeling, conversion tracking, A/B testing, Google Analytics, media budget management

Leadership & Ops: AI roadmap development, change management, cross-functional project management, stakeholder facilitation, CRM (HubSpot), reporting cadence design