

TOMMY SAUNDERS

Marketing Operations Architect | AI Agents & GTM Automation | RevOps, MCP & Prompt Infrastructure

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PROFESSIONAL SUMMARY

Marketing/Revenue Operations architect and hands-on builder with 7+ years constructing AI-powered go-to-market systems. Builds agentic workflows and AI agents on a foundation of 200+ prompt libraries, 2,500+ engineered prompts, and a custom **MCP server** — turning manual research, enrichment, and outreach into autonomous motions with clean data and human-in-the-loop oversight. Deep B2B SaaS funnel expertise (lead routing, SDR workflows, attribution) paired with **\$2.6M+** in revenue generated. Thinks systemically, builds and tests iteratively, and balances automation with the right human checkpoints.

CORE COMPETENCIES

Marketing Operations • Revenue Operations (RevOps) • AI Agent Development • Agentic Workflows & Orchestration • Model Context Protocol (MCP) • Prompt Engineering & Structured Output • GTM Signal Intelligence & Prospecting Automation • Data Orchestration & CRM Hygiene • Lead Scoring, Routing & Segmentation • ABM & Intent-Based Marketing • Attribution • APIs / Webhooks / JSON • RAG & Vector Databases • AI Governance, QA & Evals

PROFESSIONAL EXPERIENCE

IntelligentOperations.ai — Founder & AI Solutions Architect (Marketing Ops / GTM Automation)

Apr 2025 – Present

- Built AI agents and agentic workflows for marketing and SDR-style motions — prospecting, account research, and enrichment — reducing manual research and surfacing buying signals.
- Engineered a prompt infrastructure of 200+ libraries and 2,500+ engineered prompts with structured output and QA/guardrails, powering consistent multi-step automation; cut implementation time **85%**.
- Stood up a custom MCP server and API/webhook workflows to connect and normalize data across the marketing/CRM stack, giving agents clean context to act on.
- Implemented lead scoring and behavioral-trigger segmentation (**+32%** conversion) and demand-gen + ABM automation (**+47%** engagement, **-28%** CAC).
- Established QA processes for prompts and workflow logic — testing agent outputs for accuracy and brand alignment before activation.

Active Logic — AI Solutions Architect

Jul 2024 – Apr 2025

- Architected AI solutions with scalable data pipelines and RAG (vector databases, embeddings, retrieval optimization) for GTM and enterprise use cases.
- Standardized a Model Context Protocol (MCP) to unify inputs, boundaries, and outputs for consistent, interoperable agent behavior across systems.

Windfield Real Estate LLC — RevOps Strategist & AI Systems Architect

Jan 2026 – Present

- Unify business intelligence, marketing, and sales into a single AI-driven operating model; convert manual, multi-step GTM workflows into scalable, single-input automation.
- Own CRM data structure, custom fields, and enrichment so downstream agents and reporting run on clean, well-mapped data.

Crux KC — Sr. Paid Media Strategist (AI Workflow Automation)

Dec 2023 – May 2024

- Built an AI-powered ad-copy/generation workflow with prompt engineering producing consistent, on-brand variants at scale — lifting Google Ads Quality Scores from 3–5 to 7–9.

- Ran attribution, conversion tracking, and UTM governance across 600+ ad groups, reducing cost-per-acquisition **13%** and wasted spend **21%**.

Windfield Real Estate — *CRE Agent & Marketing Communications Manager (SDR / Prospecting)*

Jul 2018 – Jul 2023

- Ran the end-to-end sales cycle and CRM pipeline with ABM prospecting, cold outreach, and lead generation — closing **100+** B2B transactions (including 29 compliance-heavy regulated-sector contracts).

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

Jan 2021 – Jul 2023

- Drove **\$2.6M** in new revenue via GTM strategy, SEM, and CRO; built reporting dashboards and KPI benchmarks that accelerated data-driven decisions.

TECHNICAL SKILLS

AI & Agents: AI agent development, agentic workflows, MCP servers, prompt engineering & structured output, RAG, vector databases & embeddings, evals/QA & guardrails; Claude / Claude Code, Cursor, Replit.

Data & Integration: APIs, webhooks, JSON, data orchestration & enrichment, CRM data structure & custom fields; SQL (adaptable); Python (adaptable).

GTM / MarTech: HubSpot (CRM), LinkedIn Ads, Google Ads, SEM/SEO/CRO, marketing automation, lead routing & scoring, ABM / intent-based marketing, attribution modeling.

EDUCATION & CERTIFICATIONS

University of Missouri–Columbia — Bachelor's Degree, General Studies (2004–2008); NCAA Division I Football. | LinkedIn Marketing Strategy (2024) • Google AI-Powered Performance & Search Ads (2023) • HubSpot Sales Software Certified.