

# BRANDON CHARLES NYE

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## PROFESSIONAL SUMMARY

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Enterprise Solutions Consultant — 8+ years driving platform adoption, \$50M+ in B2B technology revenue. Built production AI systems on AWS and GCP achieving 75%+ efficiency gains, including MCP server architecture, agentic workflows, and multi-model orchestration. Perplexity AI Business Fellow (2025). Expert at technical discovery, solution architecture, and translating complex AI/ML capabilities into measurable business outcomes through consultative selling and executive-level storytelling.

## TECHNICAL & AI COMPETENCIES

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**AI & Dev:** Claude | Claude Code | Anthropic API | OpenAI GPT-4 | Google Gemini | Agentic Workflows | Prompt Engineering | Python | VS Code  
**Cloud & Data:** AWS (Clean Room, S3, IAM) | Google Cloud Platform | Snowflake | API Integrations | Data Schema Mapping | ETL Pipelines  
**Solutions:** Technical Discovery | Solution Architecture | POC Development | Platform Implementation | Value Engineering | ROI Articulation  
**Methods:** Consultative Selling | MEDDIC | Enterprise Sales Cycles | C-Level Engagement | Multi-Stakeholder Coordination

## PROFESSIONAL EXPERIENCE

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**KARGO** — Los Angeles, CA [Enterprise ad tech platform on AWS serving Fortune 500 brands]

**Enterprise Account Executive: Solutions Consultant (Amazon)** | April 2025 – February 2026

- \$17.5M in platform revenue (2025), 100%+ quota every quarter (104–126%). Drove enterprise adoption through technical discovery, solution architecture, and consultative solution design across 15 lines of business
- Built production AI tools using Claude, Claude Code, and agentic workflows — including a Creative Approval Platform on GCP integrating Gemini AI and Google Workspace APIs (75%+ reduction in manual QA time)
- Architected AWS Clean Room solution end-to-end: technical discovery with client data engineering, schema mapping protocols, API integrations, full onboarding — \$6.5M in new platform revenue Year 1
- Opened first-to-market platform integration positioning Kargo as premier technology partner. Delivered custom solution architecture, POC, and technical demonstrations for enterprise stakeholders
- Built ROI models and value engineering frameworks translating platform capabilities into executive business cases — enabled non-technical stakeholders to self-serve evaluation and shortened enterprise sales cycles
- Ran multi-stakeholder technical evaluations across enterprise organizations, agency technology teams, and brand data engineering groups — onboarded 8 new LOBs through consultative selling

**Associate Director / Senior Client Services Manager** | September 2022 – March 2025

- \$30M+ in platform implementation revenue, 95% client satisfaction. Technical solutions consultant for enterprise accounts requiring complex API integrations and platform configurations
- Managed team of 7 through full implementation lifecycles: technical discovery → solution design → POC development → client onboarding. 15% operational efficiency gain across all accounts
- Built technical training curriculum for enterprise clients on platform capabilities, API usage, and integration best practices — accelerated time-to-value and drove measurable platform adoption increases

**ZENITH MEDIA GROUP (PUBLICIS GROUPE)** — Los Angeles, CA

**Media Supervisor — Client: Disney+** | July 2021 – September 2022

- Designed scalable platform processes and operational frameworks implemented across all Disney+ US business lines — demonstrated solution architecture capabilities for enterprise-scale deployments
- Coordinated cross-platform technology teams for integrated solution delivery across multiple enterprise systems. Managed technical requirements across \$15M+ in quarterly platform implementations

**MEDIACOM (GROUPM)** — Los Angeles, CA

**Senior Media Planner — Client: adidas** | August 2019 – July 2021

- \$80MM+ annual technology platform budget across 14+ business units. Partnered with Amazon technology team on product discovery solutions and platform integration initiatives. Led team of 2 assistant planners

**HEARTS AND SCIENCE (OMNICOM)** — Los Angeles, CA

**Associate Media Planner — Client: AT&T** | May 2018 – August 2019

- Coordinated cross-functional stakeholders to align technology solutions with business objectives and implementation requirements across AT&T's enterprise platform ecosystem

## AI PROJECTS & TECHNICAL PORTFOLIO

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**Creative Approval Platform (GCP + Gemini):** Production AI tool integrating Gemini API with Google Workspace for automated creative review — 75%+ reduction in manual QA time. Deployed on GCP with full CI/CD pipeline

**Campaign Automation Suite (Claude + Agentic):** AI-powered campaign setup, QA, and optimization using Claude, custom prompts, and multi-step agentic workflows with human-in-the-loop validation

**Retail Media Analytics Dashboard:** 7-level enterprise analytics platform with drill-down from portfolio to line-item performance. Built with React, Recharts, and Tailwind CSS

**Real-Time Data Pipeline:** Autonomous ETL system with fuzzy entity resolution, Playwright-based data collection, and GitHub Actions orchestration for live tournament data ingestion

**AWS Clean Room Implementation:** End-to-end enterprise data platform migration with schema mapping protocols, API integration specs, and client training documentation

## EDUCATION & CERTIFICATIONS

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Perplexity AI Business Fellowship (2025) — Advanced AI practitioner for enterprise applications

Indiana University, Kelley School of Business — Bloomington, IN | BA Telecommunications, Minor: Business Administration | 2012–2016