

TOMMY THOMSEN

AI SOLUTIONS & PRODUCT STRATEGY | CLIENT PARTNERSHIPS | WORKFLOW TRANSFORMATION

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PROFESSIONAL SUMMARY

AI solutions, product strategy, and client partnership professional with 15+ years of customer-facing account management, consultative sales, technical marketing, business ownership, and operations experience. Built 22 hands-on AI and software projects focused on real business workflows. Skilled in discovery, workflow mapping, use-case prioritization, product requirements, rapid prototyping, executive communication, account growth, and translating AI, data, and software concepts into practical business outcomes.

CORE CAPABILITIES

AI Discovery & Strategy

Stakeholder interviews, current-state analysis, opportunity identification, use-case prioritization, ROI framing

Technical Translation

Explain trade-offs, risks, capabilities, and next steps clearly to business and technical stakeholders

Product & Workflow Design

User journeys, requirements, data needs, roadmaps, prototypes, testing, iteration, adoption planning

Rapid Prototyping

AI-assisted development, demonstrations, API/data-flow concepts, HTML/CSS/JavaScript, Netlify, Apify

Client Partnership & Growth

Account ownership, discovery, proposals, presentations, training, escalation management, value-based expansion

Remote Leadership

Self-directed execution, CRM discipline, documentation, early risk communication, cross-functional coordination

SELECTED AI & SOFTWARE PROJECTS

- **CoreDrafter:** Designed a production-style construction SaaS platform spanning design intelligence, field operations, estimating, pricing, cost control, and closeout; defined workflows, modules, user journeys, data needs, pricing, and the demo experience.
- **Lead Intelligence & CRM Platform:** Built lead discovery, enrichment, scoring, duplicate prevention, status tracking, notes, activity history, and automated backup around the workflow of a residential sales organization.
- **Commercial Estimating System:** Converted plans, specifications, pricing inputs, scope details, and bid requirements into a repeatable intake-to-proposal workflow that improved completeness and decision speed.
- **Roofing Black Box:** Designed an integrated contractor-growth platform combining web presence, CRM, lead intelligence, estimating, customer communication, and workflow automation.
- **PennyRun:** Created and deployed a focused tracking and alert application from a defined user workflow, including threshold logic, manual data entry, notifications, and iterative refinement.

PROFESSIONAL EXPERIENCE

AI Workflow Builder / Product Prototyper | Self-Directed Portfolio | Remote

2025-Present

- Built 22 AI-assisted products and workflow concepts across construction software, lead intelligence, estimating, CRM, research, document review, customer communication, and personal finance.
- Turn operating problems into discovery questions, requirements, workflow logic, data needs, prototypes, demonstrations, testing checkpoints, and iteration plans.
- Developed practical technical fluency through AI-assisted development, API and data-flow concepts, JSON/CSV, HTML/CSS/JavaScript, Apify workflows, Netlify deployment, and automation.

U.S. Shingle & Metal | Residential Sales Representative; Commercial Division

Oct 2024-Present

Manager (2026) | Florida

- Own customer relationships from discovery and technical assessment through estimates, proposals, product recommendations, negotiation, project handoff, escalation management, and follow-up.
- Closed 91 residential roofing systems in 2025 by combining diagnostic discovery, clear solution presentations, disciplined follow-up, and customer trust.
- Selected to build and manage the commercial division in 2026; taught myself commercial estimating and created intake, takeoff, pricing, bid-sheet, proposal, and customer-communication workflows from fragmented information.
- Translate drawings, specifications, roofing systems, warranties, timelines, costs, and project risk into clear recommendations for owners, contractors, and nontechnical decision-makers.

ADDITIONAL CLIENT-FACING EXPERIENCE

Hemp Lively | Remote Sales, Marketing & Customer Support | *Remote / Sarasota, FL*

Aug 2019-Jun 2022

- Managed daily customer communication, sales activity, Salesforce records, support issues, marketing, content, and business-development priorities with minimal oversight.
- Handled high-volume outreach and customer care, including 100+ calls per day, while resolving issues, protecting the brand, and strengthening long-term relationships.
- Translated customer feedback into operational, content, product, and service improvements; earned repeated positive feedback for creating a strong customer experience.
- Created content, social media, a weekly blog, graphics, and customer communications while using early AI writing tools to improve output and consistency.

Go Fast Muscle, Inc. | Owner / Operator | *Sarasota, FL*

2014-2019

- Owned end-to-end customer experience, e-commerce operations, product development, marketing, support, pricing, and business decisions for a performance-nutrition company.
- Developed reseller channels, managed accounts, created a customer rewards program, and grew relationships through practical value and responsive service.
- Built and administered the e-commerce website, supported product formulation and merchandising, and created advertising, newsletters, and customer-retention programs.

xAd, Inc. | Search Engine Marketing Analyst | *Charlotte, NC*

2012-2014

- Managed account and campaign requirements involving mobile search and display advertising, keyword research, traffic estimates, analytics, SEO, mobile-site considerations, and database information.
- Translated technical campaign data and digital-platform capabilities into actionable recommendations for customer and business needs.
- Supported Google Analytics, mobile-site development, database management, and social-media activity while balancing analytical and client-facing priorities.

CityGrid Media | Inside Sales Media Consultant / Account Manager | *Charlotte, NC*

2010-2012

- Acquired and managed local-business advertising accounts within a major digital content and advertising network serving approximately 800,000 advertisers.
- Owned pipeline activity, product education, client training, SEO/SEM consultation, follow-up, and account-development conversations while maintaining 75-100 outbound calls per day.
- Tailored recommendations to each client's goals and technical understanding, translating digital advertising products into clear business value.

B2B Telecommunications | Technical Sales | *New York / Southeast U.S.*

1991-2000

- Built the foundation of a technical, customer-facing career through business discovery, solution presentation, negotiation, account development, and long-term relationship management.

TOOLS & METHODS

AI & Product: ChatGPT, Claude, Gemini, Grok, prompt design, AI-assisted development, discovery, workflow mapping, use-case prioritization, product requirements, user journeys, rapid prototyping, testing, demonstrations, adoption planning

Technical: API and data-flow concepts, JSON/CSV, HTML/CSS/JavaScript, Netlify, Apify, cloud deployment concepts, automation, iterative product delivery

Business: Salesforce, CRM and pipeline management, JobNimbus, proposals, pricing, account development, client training, executive presentations, negotiation, escalation management, Excel, PowerPoint, Word, Google Workspace, Zoom, Teams

OPERATING STYLE

High ownership, low ego, direct communication, comfortable with ambiguity, early risk identification, evidence-based recommendations, practical solutions over theater, and a consistent focus on whether the work creates value and reaches real users.

TARGET ROLE FAMILIES

AI Solutions Consultant | Product Strategy Consultant | Client Partner | Customer Solutions Consultant | AI Adoption & Enablement | Product Consultant | Strategic Account Management | Workflow Transformation