

SAM MCCRACKEN

Solutions Consultant | Pre-Sales & Technical Discovery

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PROFESSIONAL SUMMARY

Solutions Consultant who drives enterprise SaaS and AI deals by designing and delivering narrative-driven demos that translate platform capabilities into clear business value. Specializes in technical discovery, solution design, and product demonstrations that build buying confidence and accelerate sales cycles. Trusted partner to sales teams, known for simplifying complexity and aligning technical solutions with commercial outcomes.

PROFESSIONAL EXPERIENCE

Solutions Consultant (UX & Pre-Sales)

Neuraflash (Now Accenture) | 2023 – Present

- Served as the primary pre-sales technical resource for enterprise SaaS and AI deals, leading discovery sessions to uncover business pain points, technical constraints, and success criteria
- Designed and delivered interactive, narrative-driven demos and prototypes that directly addressed key buying criteria, contributing to a consistently high win-rate for supported opportunities
- Partnered closely with Account Executives to qualify opportunities, shape solution narratives, and reduce downstream delivery risk in complex sales cycles
- Translated platform capabilities across Salesforce, AWS, and AI tools into clear business value, ROI, and operational outcomes for executive and technical audiences
- Owned end-to-end solution documentation—including architecture diagrams, workflows, and journey visuals—used across sales, product, and engineering to align on scope and implementation readiness
- Acted as cross-functional liaison between customers, sales, product, and engineering to ensure proposed solutions were technically sound, scalable, and commercially viable from deal validation through rollout
- Contributed to the design and launch of a marketplace product listed on AWS Marketplace, collaborating from discovery through go-to-market readiness

User Experience Designer

Ideal Image | 2022

- Partnered with marketing and operations stakeholders to discover business requirements and design solutions (self-scheduling flows, internal tools) that improved conversion and operational efficiency
- Led discovery and workflow mapping for customer-facing experiences, translating friction points into clearer flows that increased conversion and reduced drop-off
- Simplified complex internal tools by analyzing operational needs and presenting intuitive solutions that improved team speed and accuracy
- Worked cross-functionally with product, engineering, and marketing to align technical constraints, brand standards, and business goals across all touchpoints

User Experience Architect

Ashley Furniture Industries | 2021 – 2022

- Collaborated with product and engineering teams to translate user research and business requirements into designed solutions that improved checkout time and reduced abandonment
- Led end-to-end UX design for omnichannel experiences across e-commerce, mobile, and in-store digital systems
- Analyzed cross-channel customer journeys to surface operational bottlenecks and present actionable solutions that increased kiosk engagement and online conversions

- Applied user research insights and data-driven decision-making to guide iterative improvements across core shopping experiences

EDUCATION

Bachelor of Arts in Graphic Design & User Experience

Bachelor of Arts in Sports Marketing

Indiana Wesleyan University

CORE COMPETENCIES

Pre-Sales Discovery & Qualification, Technical Demos & Prototyping, Solution Design & Architecture, Salesforce & AWS Ecosystems, AI-Driven Workflows & Automations, Technical Storytelling & Value Communication, Cross-Functional Collaboration (Sales, Product, Engineering), Requirements Gathering & Proposal Support, JIRA, Salesforce, Confluence, Lucidchart, JSON, GraphQL