SAM MCCRACKEN

Enterprise AI Solutions Engineer | Agentic AI & CX

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PROFESSIONAL SUMMARY

Enterprise AI Solutions Engineer who turns agentic AI into demos buyers believe. Pairs a UX design background with Salesforce Agentforce pre-sales depth and hands-on agent building, from POC and voice agents to custom Claude skills. Known for making agentic AI feel intuitive, inevitable, and worth buying.

PROFESSIONAL EXPERIENCE

Enterprise AI Solutions Engineer

Netomi | 2026 – Present

- Lead technical discovery, solution design, and demos across 10+ enterprise accounts in 9 industries, including hospitality, travel, insurance, gaming, agribusiness, and pharma
- Build proof-of-concept AI agents in Netomi's studio that take real action in back-end systems, including automated case creation in CRM and ITSM platforms
- Architected an internal-assistant program for a global enterprise across HR, IT, and Finance: 27 agent playbooks, an integration requirements assessment, and a connector architecture plan
- Designed proactive, context-aware AI experiences for mobile and web and presented them to executive teams
- Configured multilingual voice and chat agents, including an English/Japanese voice agent
- Led live demos for multi-stakeholder buying committees, including taking over a 90-minute RFI demo on short notice
- Created a demo template adopted team-wide and built Claude skills that speed up branded demo builds

Solutions Consultant (UX & Pre-Sales)

Neuraflash (Now Accenture) | 2023 – 2026

- Primary pre-sales technical resource for enterprise Salesforce, Agentforce, AWS, and AI deals, leading discovery on business pain points, technical constraints, and success criteria
- Led solution design and demos for an enterprise Agentforce opportunity with Okta/Auth0, turning agentic AI capabilities into a clear business case
- Designed interactive, narrative-driven demos and prototypes mapped to key buying criteria, partnering with AEs to qualify opportunities and reduce downstream delivery risk
- Owned solution documentation (architecture diagrams, workflows, journey visuals) that aligned sales, product, and engineering on scope and implementation readiness
- Contributed to the design and launch of a product listed on AWS Marketplace, from discovery through go-to-market

User Experience Designer

Ideal Image | 2022

- Designed self-scheduling flows and internal tools that improved conversion and operational efficiency
- Mapped customer-facing workflows, turning friction points into clearer flows that reduced drop-off

User Experience Architect

Ashley Furniture Industries | 2021 – 2022

- Led end-to-end UX design for omnichannel experiences across e-commerce, mobile, and in-store digital systems
- Translated research and business requirements into designs that improved checkout time, reduced abandonment, and increased kiosk engagement and online conversions

EDUCATION

BA, Graphic Design & User Experience | BA, Sports Marketing — Indiana Wesleyan University

SKILLS & TOOLS

Skills: Technical Discovery & Qualification • Demo & POC Design • Agentic AI & LLM Workflows • Solution Architecture • ROI & TCO Business Cases • MEDDPICC • Technical Storytelling

Tools: Netomi • Salesforce & Agentforce • AWS • Claude & Claude Code • OpenAI GPT • Gong • Figma • Jira • Confluence • Lucidchart • JSON • GraphQL