

Alan Brocious

FRACTIONAL CMO · AI MARKETING & SYSTEMS
OPERATOR

York, Pennsylvania
albr82@gmail.com
linkedin.com/in/alanbr ·
calendly.com/albr82/30min

I turn messy business problems into systems that pay for themselves — and lately I build them with AI. **Six live AI applications shipped in the last twelve months**, on top of twenty years building the revenue and channel systems behind them: a Citibank-backed program Polycom and Becton Dickinson bought, a \$500K transformation at Philips Lighting, \$5M budgets. Most people talk about AI. I ship it.

SIX LIVE APPS · SHIPPED IN 12 MONTHS · CLICK ANY

The Second Click — thesecondclick.com	AACI — aaci.thesecondclick.com	2ndClick.io — 2ndclick.io
Marketing Doctrine — marketingdoctrine.io	Retainer Ledger — retainerledger.com	Beaufurn PIM — beaufurn- pim.vercel.app

SIGNATURE PROOF

The program that became a product. Chief architect, product manager, and salesperson for a **Citibank**-backed channel incentive program at Hadco (now **Philips Lighting**). Built the product database, matched every invoice to product and price, verified participants, and produced the audit trail Citibank required before releasing a dollar — plus the enablement campaign. ~\$1M recurring; productized and sold to **Polycom** and **Becton Dickinson**. That reconciliation took a team of humans in 2005. AI does it now — I'm rebuilding it.

EXPERIENCE

Founder & Principal — The Second Click (AI Marketing & Systems) 2024–Present
Built and shipped six live AI applications in twelve months across conversion intelligence, attribution, content operations, retainer/audit, and product data. Productizing an AI-native channel-incentive and rebate audit platform for \$50M+ B2B manufacturers and distributors.

Founder & Managing Director — B2B Marketing Agency ~10 years
Led a 35-person agency managing \$5M+ in annual budgets across paid, ABM, and SEO. Delivered +45% MQLs with concurrent 25% revenue growth, 6:1 ad-spend-to-revenue for e-commerce, and +75% organic traffic. Under 5% quote variance across programs.

Digital Transformation Lead — Philips Lighting (Hadco)
Ran a \$500K digital transformation in-house: product database, sales-rep portals, customer project folders, SEO, and CMS — the operational backbone for the channel business.

Chief Architect & Product Manager — Hadco Channel Incentive Program
Designed, built, and sold a Citibank-backed channel incentive platform with full invoice-level audit trail. ~\$1M recurring revenue; productized and sold to Polycom (VAR/distributor network) and Becton Dickinson (pallet/truckload scale).

Delivery Lead — Enterprise HR SaaS — Workscape / ADP
Delivered enterprise HR portals for General Motors and T-Mobile — on time, on budget, at 100% scope. Earlier digital work at Armstrong World Industries and AMP.

SELECTED RESULTS

- ~\$1M** recurring channel program, sold to Polycom & Becton Dickinson
- \$500K** digital transformation at Philips Lighting
- \$5M+** budgets managed, under 5% quote variance
- +45%** MQLs with 25% concurrent revenue growth
- 6:1** ad-spend-to-revenue for e-commerce

CAPABILITIES & STACK

- Systems:** Channel & rebate audit · AI content operating systems · attribution & measurement · ABM & demand gen · PIM / product data · fractional leadership.
- Stack:** Next.js · Supabase · Vercel · Claude API · GA4 / GSC · Make / n8n · CRM.