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LIVE AI APPS · 12 MONTHS

The Second Click
thesecondclick.com

AACI — conversion intel
aaci.thesecondclick.com

2ndClick.io —
attribution
2ndclick.io

Marketing Doctrine
marketingdoctrine.io

Retainer Ledger
retainerledger.com

Beaufurn PIM —
product engine
beaufurn-
pim.vercel.app

CAPABILITIES

Channel & rebate audit
systems · AI content
operating systems ·
Attribution &
measurement · ABM &
demand gen ·
Fractional marketing
leadership · PIM /
product data

STACK

Next.js · Supabase ·
Vercel · Claude API ·
GA4 / GSC · Make / n8n
· CRM integration

Alan Brocious

FRACTIONAL CMO · AI MARKETING & SYSTEMS OPERATOR

I turn messy business problems into systems that pay for themselves. 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.

SIGNATURE PROOF

The program that became a product — I built the audited version by hand.

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 awareness and 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 — and 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

+75% organic traffic, +35% MQLs via SEO