SHAWN BURRELL

Enterprise SaaS Platform Developer and Licensor
AI Sales Enablement & Operations Owner / Operator
Veteran Leader in B2B Revenue Operations & GTM Execution

Austin, TX · 512-825-8651 · shawnburrell@nextrevolutionmedia.com
linkedin.com/in/shawn-burrell

November 10, 2026

Alan Alford
SVP, Information Security & AI Business Leader
NTT Global Data Centers
Dallas-Fort Worth Metroplex, TX

Dear Alan,

Erik Cockrell put my name in front of you. Erik and I have known each other for years, and when he described the three AI roles your team is building out — Engineer, Business/Workflow Analyst, Data Scientist — and said “all of us will need to do a bit of everything,” he thought of me. I trust his read, which is why I’m writing.

Over the last six months I designed, built, and shipped a complete publisher platform solo — events ingestion, business directory, editorial CMS, newsletter automation, identity resolution, 37-zone ad serving, ticketing — live in production at week 8, full three-phase delivery at week 12, now operating under a 12-month Platform Licensing Agreement with SLA obligations through May 2027. On December 7 I complete a parallel fractional revenue engagement that ran a sales methodology I developed (HIT-AIM™) layered into AI workflows — 17.2% stranger-to-engaged on live pipeline against a 1–3% industry baseline, roughly 3× to 17× published benchmarks.

Both case studies close this month. The plan was to launch a PR campaign and social push to grow my own company. Two things stopped me. First, scaling a sales-services business solo is hard — and it is still the hurdle in front of me. Second, after talking with Erik, I realized I miss being on a team. I have proven I can build and operate real things solo, and I know the ceiling of solo. What Erik described — a small, high-ownership AI team inside an enterprise with the infrastructure and reach to build at real scale — can produce bigger, more inspiring work than I can on my own. That is what I want to be part of. If this works out, I will step back from the sales-consulting side of my business entirely. The platform licensing continues as an SLA that takes little of my time, and maintenance can be outsourced. I would be available full-time.

The best fit based on what Erik described is likely the AI Business / Workflow Analyst seat — HIT-AIM and the production platform’s agent-governance model are both AI-workflow architecture work — but I have the engineering depth to contribute across all three roles, which seems to be the point.

Fuller portfolio, downloadable resume, and both case studies at shawnericburrell.com. Resume attached.

Thank you for the read. I look forward to the conversation.

Sincerely,

Shawn Burrell