

# AARON DANIEL

Solutions Engineer · Sales Engineer · AI Implementation

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## SUMMARY

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Solutions Engineer with ten years across software engineering, enterprise sales engineering at Fortune 500 scale, and founding-team AI consulting work. Build the technical demos, POCs, and integrations that close deals — and translate complex AI and platform capabilities into business outcomes leadership can actually act on. Strongest where engineering depth, customer empathy, and a bias to ship meet on the same call.

## CORE STRENGTHS

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**Solutions Engineering:** POC scoping & architecture, integration design across complex enterprise stacks, technical solution design, build-vs-buy and vendor evaluation, customer technical enablement, post-sale advisory and onboarding

**Sales Engineering:** Technical discovery, executive demos, RFP / RFI response, competitive positioning, technical close, deal-cycle partnership with AEs, value translation for executive buyers

**AI & ML:** LLM application design, agentic workflow design, prompt engineering, eval frameworks, AI product evaluation, AI strategy & ROI quantification, change management, adoption, AIOps

**Software Engineering:** Python, JavaScript / TypeScript, REST APIs, microservices, AWS, Azure, Supabase, scripting & automation, CI/CD

**Platforms:** Claude (admin, customization, enterprise rollout and training), OpenAI API, Azure OpenAI Service, Gemini API, MCP, RelevanceAI, n8n, Lovable, Replit

## PROFESSIONAL EXPERIENCE

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### Velocity Road

Feb 2025 – Present

*Founding AI Solutions Engineer*

- Founding member of an execution-focused AI consulting practice serving middle-market and PE-backed companies; co-built the firm's methodology, sales motion, and delivery infrastructure.
- Architected and shipped a production AI customer-service agent for a multi-million-dollar luxury imports business, integrating with NetSuite, customer data warehouses, and existing support workflows; meaningfully reduced agent ticket load and cleared standing case backlog within weeks of deployment.
- Designed and led a customs-documentation automation system on Azure that materially reduced manual processing time for a UK-based imports operation; scoped engineering with the client team and delivered the PRD that engineering executed against.
- Ran on-site executive workshops and team trainings for client leadership and operating teams across multiple engagements, driving company-wide AI adoption well beyond pilot.
- Authored the firm's AI diagnostic methodology used to identify, prioritize, and quantify AI use cases across multiple client engagements; deliverables include ROI roadmaps used directly by client C-suites for budget approval.
- Built internal client-delivery and diagnostic tooling (React / Supabase / LLM orchestration) that operationalizes the discovery-to-deployment workflow and is used on every engagement.

### BigPanda

Sept 2022 – Feb 2025

*Sales Engineer*

- Owned the technical sales motion for Fortune 500 accounts, partnering with AEs to design and deliver POCs of BigPanda's AIOps platform integrated with complex enterprise stacks (ServiceNow, Splunk, Datadog, custom toolchains).
- Delivered executive-level architecture reviews and technical demonstrations during competitive evaluations; directly contributed to multiple closed deals and meaningful pipeline growth across Fortune 500 accounts.
- Designed custom integrations and demonstrated ML-driven event correlation against incumbent monitoring solutions, materially shifting POC outcomes during head-to-head bake-offs.

- Translated customer feedback into concrete product priorities by working directly with engineering and product; informed multiple platform features that shipped to GA.
- Mentored newer SEs on demo craft, technical discovery, and POC design; served as a go-to resource on integration architecture and competitive positioning.

## **Split Software**

Aug 2021 – Sept 2022

*Sales Engineer*

- Drove technical sales for Split's feature flagging and experimentation platform across mid-market and enterprise accounts.
- Built custom integrations between Split and customer DevOps stacks (CI/CD pipelines, observability tools, internal platforms) to unblock POCs and accelerate technical close; co-designed reusable patterns later adopted by other SEs.
- Delivered live demos, hands-on technical workshops, and architecture sessions; partnered with AEs to navigate evaluations from discovery through procurement.

## **Veritone, Inc.**

Sept 2019 – Aug 2021

*Sales Engineer & Software Engineer*

- Held a hybrid technical role spanning sales engineering and product engineering on aiWARE, Veritone's enterprise AI orchestration platform — an early production deployment of multi-model AI for enterprise.
- Built proof-of-concept applications and platform integrations demonstrating multi-model workflows (transcription, OCR, object detection, sentiment) to enterprise prospects in media, government, and legal.
- Engineered microservices that extended aiWARE's public capabilities, contributing directly to features that customer-facing teams used in active deal cycles.

## **Spireon**

Aug 2017 – Aug 2019

*Software Engineer*

- Developed and maintained customer-facing features for Spireon's connected-vehicle and fleet-management platform, serving millions of vehicles across customer fleets nationwide.
- Served as Scrum Master across multi-team development efforts, coordinating delivery between engineering, product, and QA across multiple agile cycles.
- Built backend services and integrations supporting real-time GPS, telematics, and vehicle event processing at high volume and low latency.
- Drove process improvements that contributed to consistent on-time release delivery and improved cross-team velocity.

## **EVANGELISM**

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- **AI Adoption Keynote, Regional Accounting Firm Summit (2026)** — Designed and delivered a 2-hour session on AI strategy and adoption to 100+ accounting professionals and firm leadership, focused on shifting AI fear into adoption and giving the room concrete tools to start using immediately.
- **AI Tool Adoption Training, Multiple Client Engagements (2025–2026)** — Designed and delivered repeat multi-day on-site training engagements across multiple client organizations, combining executive briefings with hands-on team enablement to drive day-one adoption of newly deployed internal AI tools.
- **Enterprise Trade Show Representation (2022, 2023, 2024)** — Represented enterprise SaaS platforms at major industry trade shows; pre-booked executive prospect meetings, delivered live technical demos on the floor, and developed qualified pipeline through booth and adjacent activity.
- **CES Product Launch Demonstration (2019)** — Designed and delivered a booth demonstration at CES introducing a newly launched platform capability to industry analysts, prospects, and partners on one of the world's largest technology stages.

## **EDUCATION**

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**B.S., Computer Science and Engineering** · University of California, Irvine

2012 – 2017