

PRESTON GRINSTEAD, MBA

AI Forward Deployed Engineer | SaaS & AI Solutions Architect

Las Vegas, NV • preston.career@gmail.com • prestongrinstead.com

PROFESSIONAL SUMMARY

Forward Deployed Engineer and business operator with 8+ years bridging SaaS products and customer outcomes. I design, build, and deploy AI solutions end to end — custom CRM platforms on MySQL, fine-tuned local LLM agents that run offline, predictive models for B2B client success, and data pipelines from raw public sources to decision-ready outputs. Background spans technical management at a B2B tech/AI agency (Leadium), account management at Wyndham Destinations, and founding two data-centric web platforms — with an MBA (W.P. Carey, ASU) and Caltech's postgraduate Data Science program.

SKILLS

AI / Machine Learning: LLM fine-tuning & local inference, autonomous AI agents, Stable Diffusion deployment & custom LoRA training, XGBoost/gradient boosting, logistic regression baselines, SHAP explainability, Monte Carlo simulation, Bayesian grid search, feature engineering, model validation (CV/AUC)

Data Engineering: Python, R, SQL / MySQL, data pipelines & ETL, web scraping, parquet datasets, REST API integration (Edmunds, HubSpot), Docker, Power BI, Tableau, Excel (advanced)

Product & Platform: Custom CRM design on MySQL, SaaS product development, drag-and-drop pipeline UX, all-in-one social publishing portal, Microsoft Teams automation, offline-first architecture

Business & Go-To-Market: Solutions architecture, B2B sales engineering, customer success operations, team building & coaching, predictive analytics for outreach optimization, stakeholder management, Agile delivery, P&L ownership (Glass Doctor)

PROFESSIONAL EXPERIENCE

Topmountaineer — AI Forward Deployed Engineer Las Vegas, NV | September 2026 – Present

- Built a fully custom in-house CRM from the ground up on MySQL — calendar, email sequencing, drag-and-drop pipeline stages, contact-to-account linking, and deal creation — then layered fine-tuned local AI agents so the entire system runs offline, eliminating SaaS dependency and data costs.
- Fine-tuned and deployed an autonomous AI engine that converts each week's podcast video into client-facing newsletters and internal training content end to end.
- Designed a custom all-in-one social media portal for unified publishing across LinkedIn, Instagram, and other platforms from a single interface.

Leadium (B2B Tech & AI) — Senior SDR & Trainer Las Vegas, NV | September 2025 – April 2026

- Outperformed expectations across multiple tech accounts; trained and coached incoming SDRs on data-driven outreach.

Leadium (B2B Tech & AI) — Technical Manager, Sales Development & Customer Success United States | February 2024 – January 2025

- Led customer success operations for tech/AI clients; built and managed high-performing teams (hiring, performance management, collaboration).
- Designed data-driven go-to-market strategies using ML models to optimize AI startup positioning.
- Applied predictive analytics and self-coded AI solutions to B2B client success — increased connect rates 4x after FCC rule changes.
- Drove Fortune 500 market entry with real-time outreach analytics (best days/times to reach out, which positions to target).

Leadium (B2B Tech & AI) — Sales Development Representative United States | September 2023 – February 2024

- Generated and qualified leads using data-driven approaches; brokered meetings for 14 tech-based clients.
- Conducted market and competitive analysis to surface opportunities; delivered tailored pitches that lifted conversion rates.
- Consistently exceeded monthly and quarterly quotas, earning recognition for results-driven strategies.

TargetLink (Division of Leadium) — Co-Founder & Technical Customer Success Manager April 2024 – August 2024

- Co-founded a B2B AI division; served as technical liaison translating complex AI solutions into actionable client outcomes for startups and established brands.
- Designed data-driven customer success frameworks using analytics and ML to drive measurable satisfaction and retention.

Wyndham Destinations — Account Manager Las Vegas, NV | May 2022 – February 2023

- Built a data-driven product presentation system in Microsoft Teams; lifted customer engagement by over 40% and improved close rates by 8%.
- Worked with sales teams and data analysts to identify new business opportunities and create targeted marketing plans (SQL, Python, R).

Business View Magazine — Business Consultant Sanibel, FL | December 2021 – April 2022

- Built Python web scrapers to gather revenue, growth, and principal data for B2B lead generation.
- Analyzed supplier networks via correlation matrices to pinpoint the most promising prospects (Excel, Tableau, Python).

Glass Doctor® — General Manager & Owner (part-time alongside CarMax) Las Vegas, NV | February 2019 – March 2021

- Oversaw daily operations: hiring/firing, payroll, marketing initiatives, and logistics.
- Designed a Facebook campaign achieving under \$0.01 cost per customer interaction using data analysis and forecasting models.
- Ran correlation and frequency analysis on customer data (demographic/temporal segmentation); built interactive Excel/Tableau visualizations for stakeholders.

CarMax — Sales & Finance Consultant Las Vegas, NV | November 2018 – March 2020

- Sold and financed vehicles with a data-driven approach (web scraping, analysis, visualization) to boost revenue.
- Achieved an 80%+ warranty close rate vs. the President's Club benchmark of 55%; side project identifying top-performing vehicles for warranty sales (Python, Excel, Tableau).

Hall Ambulance Service, Inc. — EMT / Critical Care Technician Bakersfield, CA | June 2011 – November 2018

- Provided critical medical aid in a fast-paced 911 emergency response system (48-hour shifts).
- Used schedule flexibility to pursue education and contribute data analysis projects for Interactive Capital.

Interactive Capital — Co-Founder & Managing Partner Las Vegas, NV | January 2011 – January 2015

- Launched and led two data-centric web platforms (dothisproject, sellmeanauto — both shut down in 2015), connecting consumers and contractors.
- Applied web scraping, probability, statistics, and visualization to design and optimize features and marketing; recruited and managed front-end teams.
- Implemented Edmunds API integrations for real-time vehicle data and images; leveraged Excel, Power BI, R, and Python on large datasets.

PROJECTS & PORTFOLIO

Stable Diffusion & Custom LoRA Client Build [Client engagement via consulting group](#) | November 2025 — Deployed a local Stable Diffusion XL stack (sd_xl_base_1.0 + VAE) and trained two custom LoRAs — a character model and a style model — for an enterprise client engaged through a consulting group; end-to-end generative AI delivery from environment setup to fine-tuned models.

Where Is Flight MH370? (mh370-search) prestongrinstead.com — Bayesian grid search + ocean-drift simulation over public radar/ATOC/debris data; top cell 34S 94E. Kaggle dataset: mh370-flight-data-and-debris-locations.

NFL Win Probability & High-Leverage Plays (nfl-win-probability) prestongrininstead.com — 221k plays 2015–2025 pipeline → win-probability models (AUC 0.833 tuned XGBoost on unseen seasons) + leverage analysis. Kaggle dataset: nfl-play-by-play-2015-2025-cleaned.

SaaS Churn Radar (saas-churn-radar) prestongrininstead.com — XGBoost churn model (AUC 0.734) with SHAP explanations a non-technical VP can read; Streamlit dashboard.

Motorsport Telemetry (motorsport-telemetry) prestongrininstead.com — F1 telemetry physics simulation + CesiumJS interactive visualization, PyTorch/CUDA pipeline, FastAPI service.

HAAS G-Code Optimizer (haas-gcode-optimizer) prestongrininstead.com — LLM-assisted CNC toolpath optimization; 2.98 min / 83,814 MRR verified on vf-2 machine profile.

EDUCATION

MBA — Finance, Marketing & Supply Chain Management — W.P. Carey School of Business, Arizona State University (2017–2019)

Data Science Certificate (Postgraduate Program) — Caltech

CERTIFICATIONS

NAASE Certification • Deep Learning with TensorFlow • Python for Data Science • R Programming • HubSpot Sales Software