

Q1 ARCHITECTURE: "CONTEXT ENGINEERING"

Operational Blueprint for March Influx (5,000 Leads)

PREPARED FOR JAMES
MCGILLCUDDY
BY LEON BASIN

THE OBJECTIVE: Ingest 5,000 Sponsorship Leads → Extract the "Vendor Managers" → Route 500 "Whales" to AEs in real-time.

STATUS
**READY TO
BUILD**

CURRENT STATE (THE VOID)

Standard lead processing for events is "Batch and Blast."

The Friction:

- Manual research takes 15-20 mins per lead.
- SDRs focus on "Job Titles" (noisy) instead of "Stack Signals."
- Leads decay by 90% within 48 hours.

48 Hours

Avg "Time to Context" (Too Slow)

FUTURE STATE (THE ARCHITECTURE)

01 Ingest & Signal Check

Leads hit the API. Script instantly checks Technographics.

```
if "Brex" in tech_stack or "Coupa" in  
tech_stack: priority = "HIGH"
```

02 Enrich "Vendor Identity"

We don't just look for "Head of IT." We look for "Category Managers" responsible for SaaS Spend.

03 Route to AEs

Top 10% ("Whales") go to Slack instantly. Bottom 90% go to automated nurture.

```
latency: < 200ms
```

EXPANSION PACK: THE "WATERING HOLE" STRATEGY

Finance Dinners

Q1 Targeted Event

Pre-Event Architecture: Instead of waiting for the guest list, we pre-scraps attendees and map their "Vendor Management" responsibilities.

The Play: AEs walk into the dinner knowing exactly who manages the "SaaS Sprawl" problem at TD Ameritrade (and who is just a guest).