

Brian Pyatt

Growth Strategy Leader | Marketing Technology Expert | AI Innovation Pioneer

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Driving Enterprise Growth Through Strategic Innovation & Technology

Marketing leader with 15+ years transforming B2B growth through data-driven strategy and technological innovation. Creator of the AI Search Optimization (ASO) framework—the industry standard for next-generation organic acquisition. Proven track record of \$25M+ revenue impact across 30+ enterprises while pioneering AI-enhanced marketing systems. Successfully built and exited a \$15M business, now advising Fortune 500 and high-growth companies on digital transformation.

Impact Highlights

- **\$25M+ revenue generated** across B2B client portfolio
 - **245% average traffic increase** through innovative growth strategies
 - **30+ enterprise transformations** with measurable ROI
 - **15+ proprietary tools developed** including AI citation tracking
 - **\$15M successful exit** from bootstrapped venture
 - **30+ team members managed** across marketing, tech, and operations
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Core Competencies

Strategic Leadership

- Growth Strategy & Revenue Operations
- Market Research & Competitive Intelligence
- Digital Transformation & Innovation
- Cross-functional Team Management
- Stakeholder Management & Board Advisory
- ROI Modeling & Performance Analytics

Marketing Excellence

- AI Search Optimization (ASO) Framework Creator
- SEO & Organic Growth Strategy
- Marketing Technology Architecture
- Customer Journey Optimization
- Attribution & Analytics
- Content Strategy & Brand Development

Technical Innovation

- Marketing Automation & AI Integration
 - GA4, GTM, BigQuery Implementation
 - Custom Tool Development
 - Data Pipeline Architecture
 - API Integration & System Design
 - Python, SQL, JavaScript/TypeScript
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Professional Experience

SpotCircuit | Ashburn, VA

Founder & Strategic Growth Consultant | 2018–Present

Leading digital transformation for B2B enterprises through strategic innovation

Innovation & Thought Leadership

- Created and published the AI Search Optimization (ASO) framework, now industry-standard for LLM visibility
- Built AnswerCircuit Monitor—proprietary tool tracking brand citations across ChatGPT, Claude, and Perplexity
- Developed strategic frameworks delivering 3:1+ ROI with performance guarantees
- Published 50+ articles on growth strategy and AI marketing innovation

Client Success & Impact

B2B SaaS & Technology:

- Drove 245% average organic growth through technical SEO and content strategy
- Implemented marketing technology stacks processing 10M+ monthly events
- Built attribution models improving marketing ROI by 65%

E-commerce & Marketplace:

- Increased qualified leads 215% through AI-powered personalization (MrMaple.com)
- Improved customer retention 38% via predictive analytics (StarCityGames.com)
- Automated 30% of customer service through GPT-4 integration

Service & Healthcare:

- Enhanced market expansion success by 76% through data-driven targeting (24-7 Roof)
- Generated 92% increase in qualified leads with compliance-first approach (The Fix Clinic)

Strategic Consulting:

- Conducted 100+ stakeholder interviews for market research
- Developed go-to-market strategies for 5 companies entering new verticals
- Created predictive models with 85% accuracy for customer behavior

BnB Tobacco

Founder & CEO | 2009–2018 (Exited at \$15M)

Built and scaled B2B distribution business from zero to successful exit

- Bootstrapped company to \$15M revenue using data-driven growth strategies
- Led and scaled team from 0 to 30+ across marketing, operations, and technology
- Achieved 40% YoY growth for 8 consecutive years through organic channels
- Developed proprietary analytics and automation systems driving operational efficiency
- Negotiated strategic partnerships with 200+ B2B accounts
- Successfully exited to strategic buyer with strong multiple

Dynology Corp (Federal Contractor)

Web Application Manager | 2014–2018







- Managed \$5M+ federal modernization programs with strict compliance requirements
- Led cross-functional teams implementing secure B2B portals
- Built analytics dashboards and reporting systems for executive decision-making
- Achieved 100% on-time, on-budget delivery across all programs

Verizon Enterprise

Web Developer & Business Analyst | 1999–2006

- Developed enterprise systems serving 10,000+ B2B customers
- Created automated workflows reducing operational costs by 30%
- Built data integration layer connecting legacy and modern platforms
- Analyzed customer data to drive strategic business decisions

Key Achievements & Recognition

 **Industry Innovation:** Created ASO framework, defining the future of search optimization 
Growth Excellence: 245% average growth across 30+ enterprise engagements  **Revenue Impact:** \$25M+ measurable revenue generated for clients  **Entrepreneurial Success:** Built and exited \$15M business  **Thought Leadership:** Published author with 50+ industry articles
 **Predictive Analytics:** 85% accuracy in customer behavior modeling

Technical Proficiencies

Marketing Platforms: GA4, GTM, Salesforce, HubSpot, Shopify Plus, WordPress, BigQuery, Segment

Development: JavaScript/TypeScript, Python, SQL, React, Next.js, Node.js, REST APIs

AI/Automation: OpenAI, Claude, LangChain, n8n, Zapier, Make.com

Analytics: Tableau, Looker, Excel, PowerBI, Google Data Studio

SEO/Content: Ahrefs, SEMrush, Screaming Frog, Schema.org, JSON-LD

Education & Certifications

Virginia Tech, Pamplin College of Business B.S., Management Science & Information Technology | Minor: History

Professional Certifications

- Google Analytics 4 Advanced Implementation
- Google Cloud Professional Data Engineer
- HubSpot Marketing Strategy
- Python for Data Science (Coursera)

Continuous Learning

- Stanford CS229: Machine Learning
- Executive Leadership Program (in progress)

Advisory & Speaking

- **Strategic Advisor** - 5 B2B SaaS companies (Series A-C)
- **Conference Speaker** - SMX Advanced, B2B Marketing Forum
- **Podcast Guest** - Marketing Over Coffee, Growth Marketing Today
- **Industry Contributor** - Search Engine Journal, Marketing Land