

A decade of building marketing *systems*. Now, *context-first* AI ones.

Ten years in B2B marketing — content, campaigns, analytics and team leadership. Today, building AI-native marketing systems where context is the moat and humans stay out of the loop.

01 / THE DECADE

Marketing systems, built and run

Built and led content engines, multi-channel campaign systems, analytics stacks and the teams behind them. From positioning to pipeline, the work was always systems, not one-off output.

02 / THE SHIFT

From marketer to marketing engineer

Now operating as a marketing engineer — I vision the system, prototype with Lovable, pair-code with Claude and GPT, and put it in motion. Marketing and product treated as one discipline.

03 / THE THESIS

Context-first AI systems, minimum human-in-the-loop

Most AI marketing stacks fail because they have no context. I design two-layer context engines: passive ingestion + active extraction. The result: agentic pipelines that run with the human as editor, not operator.

— WHAT THE SYSTEMS LOOK LIKE

- **Agentic content pipeline**
9-stage system, 5 voice buckets, AEO-ready at production scale.
- **Intent scoring & routing**
CRM workflow that ranks fit + behaviour and auto-routes to sales.
- **LinkedIn growth system**
Named-voice methodology that turns leaders into distribution channels.
- **Category repositioning**
Multi-source data audit translated into a multi-month narrative shift.
- **Channel architecture**
Three-route framework splitting direct, alliance and partner motions.
- **Competitive intel automation**
Daily SERP and SEO movement piped into the team's working channel.

— THE ARC · DEPLOY LOG

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~/career.log tail -f
2021 — present    $ deploy axelerant — Marketing Leader, Revenue & Growth
                   → Built the agentic Content Engine, shipped Quire, co-shaped Axel, led repositioning.
2019 — 2021       $ deploy net-solutions — Marketing
                   → Systems thinking applied to B2B services — demand, content, analytics.
earlier           $ deploy the-foundation — Marketing, content, campaigns
                   → A decade of running and leading content, campaign and analytics stacks end-to-end.
    
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— READ THE FULL STORY

More at brahmpreet.marketing →

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