MARTIN TOBIAS

Solutions Engineering Leader | Solutions Architect |
Enterprise AI & SaaS Pre-Sales

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CORE COMPETENCIES

Technical Discovery
Solution Architecture
POC & Technical Validation
Executive Presentations
SE Team Leadership
ROI & Value Selling
Generative AI & LLMs
AI Governance

CERTIFICATIONS

Microsoft Certified Professional
Oracle Certified DBA

LANGUAGES

Bilingual

PROFILE

Solutions Engineering leader specializing in enterprise AI, SaaS, and IoT pre-sales. Drove technical engagements for P&G, Publicis, and Getty Images across generative AI, GPU inference, and AI governance. Directed 8 Solutions Engineers at Rockwell Automation and authored its SE playbook. Hands-on builder who ships production LLM-powered applications.

PROFESSIONAL EXPERIENCE

BRIA AI 01/2025 – 11/2025

Solutions Advisor (Enterprise Pre-Sales)

Owned technical pre-sales for global brands including P&G, Publicis, and Getty Images, from discovery and solution architecture through executive presentations and POCs to production readiness. Partnered with Product and Engineering to turn customer requirements into roadmap priorities.

- Architected GPU-accelerated inference pipelines that improved latency and throughput by 65% for enterprise generative AI workflows.
- Established AI governance frameworks covering brand compliance, responsible AI controls, prompt management, and content moderation.
- Engineered Grafana benchmarking dashboards with real-time inference metrics, shortening technical validation to ~2 weeks.

ROCKWELL AUTOMATION 11/2023 – 01/2025

Solutions Engineering Manager

Directed 8 Solutions Engineers delivering discovery, POCs, and executive demos for strategic enterprise accounts, while serving as hands-on technical lead on the largest pursuits. Designed solution architectures linking plant-floor and enterprise data across brownfield and greenfield sites.

- Supported $16M in pipeline and 14 closed deals by personally owning POC design and delivery on the largest pursuits.
- Authored the SE playbook from scratch, standardizing discovery, demo, and technical validation across the team.
- Coached SEs on discovery, storytelling, and solution design to raise consistency across engagements.

ROCKWELL AUTOMATION 06/2022 – 11/2023

Smart Experiences Technical Manager

Headed a team of 3 engineers creating AR and real-time visualization experiences in Unity, Vuforia, and Emulate3D for executive customer engagements, partnering across Engineering, Product, and Sales.

- Integrated smart manufacturing demos with PLM, ERP, and MES systems to showcase end-to-end operational workflows.
- Translated emerging technology capabilities into business-aligned narratives that supported industrial transformation initiatives.

TECHNICAL SKILLS

AI
LLMs, VLMs, Generative AI, Agentic AI, MCP, Machine Learning, GPU Inference, Hugging Face, ComfyUI, n8n

Cloud & Integration
AWS, Azure, Google Cloud, REST APIs, OAuth, SAML, SSO

Development
Python, JavaScript, Node.js, React Native, SQL, Git, iOS

Industrial & Enterprise
IoT, PLM, ERP, MES, ThingWorx, Kepware, OPC-UA, Cognite, Digital Thread

Tools
Salesforce, ServiceNow, Grafana, Power BI, Figma, Unity, Vuforia

WORK STATUS

US Citizen

PTC 03/2018 – 05/2022

Principal AR CoE Field Engineer

Served as technical advisor to enterprise stakeholders evaluating cloud, IoT, AR, and connected-worker technologies, designing solution architectures that aligned PTC SaaS platforms with AWS and Azure environments.

- Delivered 30+ enterprise workshops, demos, and technical validations for global manufacturing customers.
- Converted technical evaluations into production deployments through needs analysis, solution design, and ROI cases.
- Applied machine learning models for predictive maintenance and anomaly detection in IoT environments.

PTC 04/2013 – 03/2018

IoT Senior Technical Sales Engineer

Ran executive demos, technical discovery, and POCs for C-suite and VP stakeholders on ThingWorx IoT, translating platform capabilities into business outcomes.

- Supported strategic opportunities through solution architecture, POCs, and customer workshops.
- Enabled internal teams and partners to scale technical selling across the region.

AXEDA (ACQUIRED BY PTC) 04/2006 – 04/2013

Technical Sales & Support Engineer

Presented product demonstrations and technical sessions at customer sites and industry events, converting complex customer requirements into practical platform solutions.

- Resolved high-priority escalations across firmware, BIOS, kernel, drivers, and application layers for connected-device customers.
- Developed internal tooling that improved issue resolution speed and support efficiency.

INDEPENDENT WORK 12/2025 – Present

Founder & Developer, Maintain-it & ChefMeThat (AI-Powered iOS Apps)

Own the full product lifecycle for production iOS/iPadOS/macOS apps built on LLM APIs, from strategy and UX through backend, API orchestration, App Store release, and analytics.

- Launched AI-driven maintenance scheduling, reaching 1,200+ downloads and 25+ users.
- Implemented RevenueCat subscription billing, VIN scanning, and Carfax integrations.
- Created a generative AI storyboard and campaign app for the Bria FIBO Hackathon (2025).

EDUCATION

Bachelor of Commerce
Marketing Management & Information Systems
University of Cape Town, 2003