

Mac Carlton

Solutions Architect · AI · Product · Platform

mac.carlton25@gmail.com
(336) 486-0226
linkedin.com/in/mac-carlton
github.com/maccarlton25

Solutions Architect helping teams build safe AI agents, useful internal apps, and beautiful, performant products on Vercel.

Experience

Solutions Architect · Vercel

Jun 2026 – Present

Remote

- Partner with companies to ship internal apps and AI agents on Vercel, pairing platform architecture with practical enablement so teams of every skill level can build and deploy safely.
- Guide teams building fast, beautiful web experiences—from architecture and developer experience to production hardening and performance.
- Help customers turn emerging AI capabilities into useful, durable workflows with Eve and Vercel AI primitives.

Product Manager, AI / GenAI · SAS Institute

2024 – Jun 2026

Cary, NC

- Owned GenAI and agentic AI roadmaps for SAS Customer Intelligence, delivering assistants, copilots, and agents to hundreds of enterprise customers.
- Led a Marketing AI solution with a 30-person global team and six strategic design partners, operationalizing recommendations and purchase prediction.
- Established enterprise GenAI practices across language support, multi-region deployments, observability, and privacy; represented the work with executives, analysts, and customers.

Intern & Solutions Engineer · SAS Institute

2020 – 2024

Cary, NC

- Led SAS/AWS partnership work integrating Amazon Bedrock into Customer Intelligence; resulting POCs contributed to a seven-figure strategic agreement.
- Built first-party LLM integrations for RAG content generation, text-to-SQL, and real-time personalization; published cookbooks that shaped the AI roadmap.
- Created internal AI tools for RFP automation and product security, then mentored interns who extended and maintained them.

Independent Contractor · Cohere

Oct 2021 – Mar 2022

Toronto, Ontario

- Analyzed LLM completions and inference data across leading model providers to understand human preference signals for frontier use cases.
- Built web-scraping and inference automations that accelerated fine-tuning workflows.

Web Development Intern · Quadland Development

May 2019 – Aug 2019

Winston-Salem, NC

- Built documentation for a proprietary CMS used by 100+ clients and helped teams resolve performance and accessibility issues across varied stacks.

Education

University of North Carolina at Chapel Hill · 2018 – 2022

BSBA, Business Administration · BA, Computer Science

Toolkit

Vercel · Eve · AI agents · TypeScript · Python · Next.js · RAG · AWS · GCP · Azure · Product strategy · Developer experience