

William “Mac” Carlton

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WORK HISTORY

Product Manager, AI/GenAI at SAS Institute (2024 - 2025)

- Developed and owned GenAI and Agentic AI product roadmap for SAS Customer Intelligence solutions, delivering AI Assistants, Copilots, and Agents to 100s of enterprise customers world-wide.
- Product lead for new Marketing AI solution, which enables organizations to build and operationalize ML models for use cases like product recommendation and predicting purchase behavior. Working with a team of ~20 engineers and running an early adopter program with six strategic enterprise accounts.
- Provide thought leadership and customer engagement on a monthly/weekly basis through webinars, blogs, executive briefings, conferences, and analyst evaluations. Speaking topics are typically centered around practical applications of AI, the role of trust, and how AI is driving enterprise transformation.

Intern & Solutions Engineer at SAS Institute (2020 - 2024)

- Led SAS/AWS partnership to integrate Amazon Bedrock into our Customer Intelligence solutions. Early POC's contributed to a 7 figure strategic partnership between the companies to accelerate SAS solution growth and Amazon Bedrock usage.
- Built the first LLM integrations into SAS solutions, focused on solving common marketing use cases around content generation with RAG, text-to-sql, and real-time web personalization. Published 'cookbooks' for customers to rapidly develop their own integrations and used feedback to develop AI product roadmap.
- Developed internal AI tooling, such as a RAG application for drafting RFI responses and a chatbot covering our product security knowledge base. I still work with Solution Engineer interns today to maintain and expand our homegrown AI tools.

Independent Contractor at Cohere (2021 - 2022)

- Collected and analyzed LLM completions and inference data across leading model providers. This work was used for comparing human model preference across (then) frontier LLM use cases.
- Developed automations for web scraping and LLM inference to accelerate fine-tuning jobs.

EDUCATION

University of North Carolina at Chapel Hill (2018 - 2022)

BSBA, Business Administration | BA, Computer Science

Relevant Coursework: Data Analytics, Data Structures & Algorithms, Business Analytics, Operations Management, Business Analytics

Extracurriculars: Co-Founder & President, Web Dev Carolina | Member, TAMID

Additional Information

- Spends a fair amount of my free-time building and writing @ maccarlton.com. The 'infinite site' project is perhaps the most convoluted search application ever created.
- Experienced with deployments on GCP & AWS, primarily program in Python and TypeScript.