



# AUSTIN HUMPHREY

SPORTS ANALYTICS · PRODUCT STRATEGIC PARTNERSHIPS

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## OPERATING THESIS

**BORN TO BLAZE THE PATH BEATEN LESS**



IMPRINT  
BLAZE SPORTS INTEL  
EST. 2023 · BOERNE, TX

## § 01 THESIS

**S**olo-built and operate a **production sports analytics platform** spanning **5** leagues — MLB, NFL, NBA, NCAA football, college baseball — on a Cloudflare-native stack.

*One operator carries the full stack — product, data pipelines, ad-tech-grade audience surfaces, and agent-ready APIs — kept concurrent across all five leagues without contractor headcount.*

- **AI-native operator since 2023** — day-one Claude adopter; agent-orchestrated builds across Claude Code, OpenAI Codex, Cursor, Gemini, Grok / xAI. Native iOS, macOS, and web platform development.
- Three years of data-informed advertising at Spectrum Reach across linear TV, OTT/CTV, and digital; top-decile producer at Northwestern Mutual (Power of 10).
- B.A. International Relations & Global Studies, UT Austin (minors: Economics, Government, European Studies); M.S. Sports Management, Full Sail (3.77 GPA, 2026); enrolled in McCombs PGP-AIML.
- Targeting analytics, product, or partnerships roles in professional sports and sports media where baseball-first thinking and AI-native execution converge.

## § 02 EXPERIENCE

FOUNDER & BUILDER

# BLAZE SPORTS INTEL

Boerne, TX  
2023 – Present

<b>5</b>	<b>3</b>	<b>TOP 10%</b>	<b>2026</b>
LEAGUES COVERED	YRS AD-TECH	NWM PRODUCER	MCCOMBS AI / ML

- Operate a production sports analytics platform across **MLB, NFL, NBA, NCAA football, and college baseball** as the **sole founder and operator** — five leagues kept concurrent on a Cloudflare-native stack with zero contractor headcount.
- Hold real-time scoring, standings, and box-score surfaces across all five leagues by routing **MLB StatsAPI, ESPN, and NCAA feeds** through edge-cached read paths — keeping per-request budgets inside Workers free-tier ceilings rather than spinning up paid infrastructure.
- Ship predictive surfaces (win probability, Monte Carlo) and a **college-baseball sabermetrics MCP** exposing wOBA / wRC+ / FIP over JSON-RPC — making the platform addressable by Claude, Codex, Cursor, and other LLM agents without a separate integration project.
- Package the platform as **Pro and Enterprise** tiers (API access, custom exports) for fans, scouts, and media — using Firebase Auth and subscriber storage as the conversion funnel, designed to be partnership-ready rather than self-only.

MEMPHIS-BORN, *Texas-rooted — a 127-year family tradition continued by placing soil from West Columbia, birthplace of the Republic, beneath the hospital bed at birth on August 17, 1995.*

§ 07 · ROOTS · DAVY CROCKETT'S BIRTHDAY

CAREER LINE

- 2023 **Blaze Sports Intel**  
Founder · sole operator
- 2022 **Spectrum Reach**  
Account Executive · linear / OTT
- 2020 **Northwestern Mutual**  
Financial Rep · Power of 10
- 1995 **Memphis, TN**  
Born · Texas soil under the bed

BLAZE SPORTS INTEL · EST 2023

§ 02 EXPERIENCE · CONT.

ACCOUNT EXECUTIVE  
**SPECTRUM REACH**

Austin, TX  
Nov 2022 – Present

- Develop data-informed advertising strategies across linear TV, OTT/CTV, streaming, and digital — translating campaign performance into renewal, retention, and strategic upsell motions.
- Coordinate cross-functional teams (sales planning, traffic, creative services, analytics) for multi-channel campaign scoping, launch, and post-campaign reporting.
- Build audience-first proposals using network reach, addressable inventory, and category-level performance benchmarks — pulling local advertisers into multi-platform buys.

FINANCIAL REPRESENTATIVE  
**NORTHWESTERN MUTUAL**

Austin, TX  
Dec 2020 – Aug 2022

- Earned **Power of 10** recognition (top 10% of national producers) and won the firm's March Madness sales competition; converted internship into full-time role.
- Tripled personal referral pipeline through a structured discovery, needs-analysis, and referral-driven prospecting protocol.
- Delivered financial planning, modeling, and product structuring for individual clients and small business owners.

§ 03 TOOLKIT

AI STACK	CLOUD	LANGUAGES	PLATFORMS
<b>Day-1 Claude adopter.</b> Claude Code · ChatGPT · OpenAI Codex · Cursor · Gemini · Grok / xAI · DeepSeek	<b>Cloudflare-native.</b> Workers · D1 · KV · R2 · Hono · Firebase Auth & App Check · GitHub	<b>TypeScript</b> · Swift · Python · SQL · Node.js · R · HTML / CSS	<b>iOS · macOS · Web.</b> Xcode · Apple Developer · Next.js · React · Vite

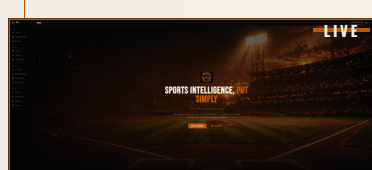
§ 04 EDUCATION

**POSTGRADUATE · AI / ML FOR BUSINESS**  
**MCCOMBS / UT AUSTIN**  
PGP-AIML-BA-Apr26-A · In progress

**M.S. ENTERTAINMENT BUSINESS — SPORTS MGMT**  
**FULL SAIL UNIVERSITY**  
2026 · GPA 3.77

**B.A. INTERNATIONAL RELATIONS & GLOBAL STUDIES**  
**UNIVERSITY OF TEXAS AT AUSTIN**  
Minors: Economics · Government · European Studies

§ 05 SELECTED BUILDS



**BLAZE SPORTS INTEL**  
[blazesportsintel.com](http://blazesportsintel.com)  
Production analytics homepage · 5 leagues · real-time ticker, scoreboards, predictive surfaces.

**COLLEGE BASEBALL SABERMETRICS MCP**  
[sabermetrics.blazesportsintel.com](http://sabermetrics.blazesportsintel.com)  
JSON-RPC server exposing wOBA, wRC+, FIP leaderboards to LLM agents.

**BSI ARCADE · SANDLOT SLUGGERS + BLAZE HOTDOG**  
[blazecraft.app](http://blazecraft.app)  
Browser-native sports games — companion fan properties to BSI.

**AUSTIN HUMPHREY · PORTFOLIO**  
[austinhumphrey.com](http://austinhumphrey.com)

§ 06 HONORS

**RECOGNITION**  
**Power of 10** — top 10% national producers, Northwestern Mutual.

**ATHLETE**  
Multi-sport varsity — baseball pitcher, football RB / long snapper, AAU track.

**COACHED BY**  
Danny Graves (2x MLB All-Star) & Rocky Thompson (UT Austin).

**LEADERSHIP**  
Rush Captain & Alumni Chair, Alpha Tau Omega — managed ~\$100K chapter budget.