

Austin Humphrey

Sports Analytics · Product · Strategic Partnerships
Boerne, TX · (210) 273-5538 · humphrey.austin20@gmail.com
blazesportsintel.com · linkedin.com/in/ahump20 · github.com/ahump20

SUMMARY

Solo-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. 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) with the firm's March Madness sales win.

EXPERIENCE

Founder & Builder · sole operator · Blaze Sports Intel

Boerne, TX · 2023 — Present

- 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.

Account Executive · linear / OTT · Spectrum Reach

Austin, TX · 2022-11 — 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 · Power of 10 · Northwestern Mutual

Austin, TX · 2020-12 — 2022-08

- 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 structured discovery, needs-analysis, and referral-driven prospecting protocol.
- Delivered financial planning, modeling, and product structuring for individual clients and small business owners.

EDUCATION

- McCombs / University of Texas at Austin — Postgraduate · AI / ML for Business, PGP-AIML-BA-Apr26-A — in progress · 2026
- Full Sail University — M.S. Entertainment Business — Sports Management, Sports Management — 3.77 GPA · 2026

- University of Texas at Austin — B.A., International Relations & Global Studies — minors: Economics, Government, European Studies

SKILLS

- **AI Stack:** Claude Code, ChatGPT, OpenAI Codex, Cursor, Gemini, Grok / xAI, DeepSeek
- **Cloud / Edge:** Cloudflare Workers, D1, KV, R2, Hono, Auth & App Check, GitHub
- **Languages:** TypeScript, Swift, Python, SQL, Node.js, R, HTML / CSS
- **Platforms:** iOS, macOS, Web, Xcode, Apple Developer, Next.js, React, Vite
- **Domain:** Sports analytics, Sabermetrics, Win probability, Monte Carlo, JSON-RPC / MCP, Ad-tech (linear / OTT / CTV / digital)

SELECTED BUILDS

- **Blaze Sports Intel** — <https://blazesportsintel.com>
Production analytics homepage · 5 leagues · real-time ticker, scoreboards, predictive surfaces.
- **College Baseball Sabermetrics MCP** — <https://sabermetrics.blazesportsintel.com>
JSON-RPC server exposing wOBA, wRC+, FIP leaderboards to LLM agents.
- **BSI Arcade · Sandlot Sluggers · Blaze Hotdog** — <https://blazecraft.app>
Browser-native sports games — companion fan properties to BSI.
- **Austin Humphrey · Portfolio** — <https://austinhumphrey.com>
Editorial portfolio site — Cloudflare Pages, React 18 + TS + Tailwind.

HONORS

- Power of 10 — top 10% of national producers, Northwestern Mutual.
- Firm March Madness sales competition winner, Northwestern Mutual.
- Multi-sport varsity — baseball pitcher, football RB / long snapper, AAU track. Coached by Danny Graves (2× MLB All-Star) and Rocky Thompson (UT Austin).
- Rush Captain & Alumni Chair, Alpha Tau Omega — managed ~\$100K chapter budget.

ROOTS

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