

# LATEEF BABATUNDE, MSc.

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AI-focused systems thinker specializing in the design, deployment, and operationalization of AI agents and automation workflows inside real business environments. Experienced in enabling teams to adopt AI tools through workflow design, agent configuration, tooling integration, and process automation.

Hands-on experience using AI coding agents (Claude Code) and self-hosted AI agents (Clawdbot on a dedicated VM) to build software, automate tasks, and orchestrate multi-step workflows. Strong background in Salesforce architecture, low-code automation platforms (n8n, Make, Zapier), and translating AI capabilities into practical internal tools that improve operational efficiency and team enablement.

## CORE COMPETENCIES

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- **AI Agent Architecture:** Inference workflows, tool/function calling, memory buffers, multi-agent orchestration, voice agents
- **Retrieval & Context (RAG):** CRM/transcript/doc retrieval, vector search, context injection, stateful responses
- **Agent-to-Agent Systems (A2A):** Task delegation, idempotent task delivery, human-in-the-loop controls
- **AI Workflow Orchestration:** Event-driven pipelines, webhook/API chains, decision logic, state & error handling
- **AI Ops & Enablement:** Agent configuration, workflow governance, operational AI rollout, internal tooling adoption
- **AI Content & Data Pipelines:** Structured ingestion → AI enrichment → approval routing → automated publishing
- **Data & Interface Layer:** JSON schemas, SQL, Python, API payload design, vector DB usage
- **Platforms & Tooling:** Salesforce Agentforce, n8n, Make, OpenAI, Retell, Supabase, Vercel, GitHub

## EDUCATION & CERTIFICATION

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- **Salesforce (7x):** Marketing Cloud Email Specialist, Admin, App Builder, Service Cloud, Experience Cloud, Data Cloud
- **AWS:** Certified Solutions Architect
- **Other:** Certified SAFe 5.0 Agilist, Product School Product Management
- **MSc. Electrical and Electronic Engineering (Distinction),** University of Greenwich, UK
- **BEng. Electrical Engineering,** University of Ilorin

## PROFESSIONAL EXPERIENCE

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### Salesforce Implementation Analyst (AI Enablement Focus)

InfoTech Research Group | April. 2024 – Present

- Design and deploy Agentforce AI agents enabling sales teams to query tools, documentation, and internal resources conversationally
- Configure AI agents with prompts, tools, and actions to perform operational tasks inside Salesforce
- Use Flex prompts for transcript processing + Salesforce Flows to generate AI-driven insights and automated follow-ups
- Identify business processes suitable for AI automation and implement workflows using Salesforce and external AI tooling
- Train internal teams on AI agent usage and AI-enabled workflows
- Act as bridge between business stakeholders and AI tooling capabilities

### Salesforce Consultant / Automation Specialist

Fortimize | Nov. 2022 – Present

- Designed workflow automations across Salesforce and external systems using APIs, Zapier, and Make
- Translated business requirements into automated system flows and integrations
- Reduced manual operational tasks through low-code automation and CRM orchestration
- Led process optimization initiatives through system and workflow redesign

### Salesforce Product Manager

Publicis Sapient | Mar. 2022 – Nov 2022

- Built real-time customer journeys leveraging Sales Cloud APIs, CDP segmentation, and Einstein AI
- Automated campaign workflows using Journey Builder and Automation Studio, reducing manual execution by 60%
- Designed end-to-end GTM data pipelines across acquisition, engagement, and conversion stages

- Collaborated with the implementation team and clients to analyze complex business requirements to craft unique technical solutions.
- Leverage Sales cloud data for communication within Journey Builder using API-based Salesforce data events.

### **Earlier Career – Systems, Ops, and Process Automation Foundation**

Roles at VCT Group, TeraGo Networks, Evertz Microsystems, and Ikeja Electric focused on:

- Process digitization and workflow automation (Zapier, Excel, Monday.com)
- Systems architecture and requirements translation
- Operational dashboards and data analysis for efficiency gains
- Large-scale system design, QA/QC, and stakeholder coordination

### **SELECTED AI & AUTOMATION PROJECTS**

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#### **Outbound AI Voice Agent for Customer Reactivation (Retell + n8n)**

- Built an AI voice agent that automatically calls past customers using dynamic data from Google Sheets
- Orchestrated n8n workflow to trigger personalized calls via Retell's phone-call API
- Designed agent persona, prompts, and tool usage to offer inspections, check availability, and book appointments
- Enabled hands-free outbound campaigns with personalization at scale

**Tech:** n8n, Retell AI, HTTP APIs, Google Sheets, scheduling tools

#### **AI Sports Content Automation & Editorial Pipeline (Make + GPT + Airtable + WordPress)**

- Designed a two-stage AI pipeline: RSS ingestion → AI SEO packaging → Airtable approval → automated WordPress publishing
- Used Perplexity + GPT-4.1 to generate structured Yoast-ready SEO metadata
- Built router logic for categorization, featured media handling, and publishing
- Reduced content prep time from hours to minutes while keeping editorial control

#### **AI Coding & Self-Hosted Agent Environment (Claude Code + Clawdbot VM)**

- Used Claude Code as an AI coding agent to design and build PillarFocus.ai, a goal-tracking and productivity web application
- Installed and configured Clawdbot on a dedicated VM to act as a persistent AI assistant capable of executing multi-step tasks and workflows
- Leveraged AI agents to write code, design system architecture, generate documentation, and automate operational tasks
- Experimented with multi-agent orchestration, task delegation, and AI-assisted software development workflows

**AI Project Portfolio:** [ai.lateefbabatunde.com](https://ai.lateefbabatunde.com)