

AI Strategist | Bridging Business & Technical Teams

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CAREER PROFILE

Strategic IT and business leader with 15+ years of enterprise experience, now focused on helping organizations adopt AI ethically, responsibly, and with clear business impact. Proven ability to bridge business and technical stakeholders, cutting through complexity to see the big picture and beginning every initiative with the end in mind. Expertise in translating complex AI concepts, enterprise systems strategy, and leading cross-functional teams through digital transformation initiatives.

VALUE PROPOSITION

Over fifteen of enterprise IT experience demonstrates a consistent theme: projects fail not from inadequate technology, but from inadequate governance. AI amplifies this risk as it moves fast, becomes pervasive, and frameworks for responsible deployment continue maturing. My value lies in bridging business and technical stakeholders, cutting through complexity to identify strategic opportunities, and ensuring every AI initiative delivers measurable business impact while maintaining ethical standards.

CORE COMPETENCIES

AI & Strategy

- AI Strategy & Governance | Ethical AI Implementation | Human-Centered AI Design
- Predictive Analytics | Enterprise Systems Strategy

Leadership & Management

- Stakeholder Management | Project Management | Cross-Functional Team Leadership
- Change Management | Business Process Improvement | Requirements Analysis

Strategic Capabilities

- Bridging Business & Technical Teams | Translating Complex AI Concepts
- Strategic Planning | Digital Transformation Leadership

SELECTED ACHIEVEMENTS

Enterprise Impact

- Served as primary liaison between technical Business Intelligence teams and business stakeholders at Canadian Pacific Railway, ensuring alignment between technical capabilities and business objectives
- Selected to work with SAP's Value Engineering Division on enterprise-level BI strategy, contributing to strategic planning for multi-million dollar enterprise systems implementations

Digital Transformation

- Led comprehensive website redevelopment achieving 300% traffic growth and #1 Google rankings for key search terms through strategic SEO implementation and user experience optimization

- Built albertaancestors.ca from concept to deployment, managing 250,000+ genealogy records now serving researchers globally; architected database structure, implemented data governance protocols, and established quality assurance processes

Project Delivery Excellence

- 15+ years track record of consistently delivering complex projects on-time and on-scope across enterprise environments including TransAlta Utilities and Canadian Pacific Railway
- Successfully led major system upgrades and technology introductions, managing stakeholder expectations while ensuring business continuity during critical transitions

AI & Ethics Focus

- Currently completing SAIT's Integrated Artificial Intelligence certificate with emphasis on Ethical AI System Design, Governance frameworks, and Human-Centered AI implementation methodologies

PROFESSIONAL EXPERIENCE

Digital Transformation Lead | Change Agent

Alberta Family Histories Society | Calgary, AB | 2020 – Present

- Spearheaded complete digital transformation initiative, leading website redevelopment that achieved 300% traffic growth and #1 Google rankings through strategic SEO implementation and user experience optimization
- Architected and built albertaancestors.ca from concept to deployment, managing database of 250,000+ genealogy records now serving researchers globally, implemented data governance protocols, and established QA processes
- Managed databases for over 300 cemeteries, developing standardized data entry procedures and validation rules to ensure consistency and accuracy across multiple data sources
- Successfully engaged with board-level executives and volunteer stakeholders, demonstrating ability to communicate technical concepts to diverse audiences and build consensus around technology initiatives
- Developed and implemented SEO strategy that resulted in dramatic increases (300%+) in site activity, leveraging technical optimization and content strategy
- Created comprehensive documentation and training materials, enabling non-technical volunteers to contribute effectively to website and database management and content creation

Business Intelligence Liaison | Enterprise Systems Analyst

Canadian Pacific Railway | Calgary, AB | 2008 – 2012

- Served as primary liaison between technical Business Intelligence teams and business stakeholders, translating complex technical capabilities into business value propositions and ensuring BI solutions aligned with strategic objectives
- Selected to collaborate with SAP's Value Engineering Division on enterprise-level BI strategy, contributing to strategic planning and implementation roadmap for multi-million dollar SAP deployments
- Led requirements gathering and stakeholder management for enterprise BI initiatives, conducting workshops with operational teams to identify analytics needs and prioritize development efforts
- Developed comprehensive business requirements documents and process flow diagrams that became templates for subsequent enterprise initiatives
- Managed change management activities for major system rollouts, including training development, communication strategies, and user adoption monitoring

Enterprise Systems Analyst | Data Management Lead

TransAlta Corporation | Calgary, AB | 2001 – 2007

- Led enterprise system upgrades and technology implementations, coordinating cross-functional teams to ensure successful deployment with minimal business disruption

- Managed data integrity and quality assurance processes for critical enterprise systems, developing automated validation protocols
- Designed and implemented reporting frameworks and analytics dashboards for executive decision-making, translating complex operational data into actionable business insights
- Coordinated system upgrade projects involving multiple stakeholder groups, managing timelines, budgets, and resource allocation while maintaining service levels
- Developed comprehensive user training programs and documentation

TECHNICAL SKILLS & TOOLS

- AI & Machine Learning: Ethical AI frameworks, Human-Centered AI design, Predictive analytics, AI governance methodologies
- Data Management: Database architecture and design, Data governance protocols, Quality assurance processes, SQL
- Project Management: Stakeholder management, Requirements analysis, Change management
- Web Technologies: SEO strategy and implementation, UX optimization, Web development and design, Content management systems

EDUCATION & PROFESSIONAL DEVELOPMENT

Post-Diploma Certificate, Integrated Artificial Intelligence

Southern Alberta Institute of Technology (SAIT) | Calgary, AB | Graduating August 2026

- Focus: Ethical AI System Design, AI Governance, Human-Centered AI
- Comprehensive curriculum covering ethics & governance, human centred AI design, responsible AI implementation, and machine learning

Master's Certificate in Business Analysis (IIBA Accredited)

The George Washington University

- Training in requirements analysis, stakeholder management, and business process modeling

Bachelor of Commerce (Finance, Marketing)

University of Alberta

- Strong foundation in business strategy, financial analysis, and market research

Certificate, Web Development & Design

Southern Alberta Institute of Technology (SAIT)