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PROFESSIONAL SUMMARY

Collaborative humanist leading ethical AI-driven projects to create real business value – **over \$24M+ EBITDA uplift to date** (projected). Experienced cross-functional leader committed to continuous learning and recognized with **Digiday's 2024 Best Use of AI-Generated Content**. Successful entrepreneur with a consulting business generating **\$100K in first year revenue** and an AI-driven application currently in development.

PROFESSIONAL EXPERIENCE

Alpine Investors - Alpine Operations Group (AOG) | AI Product Manager October 2023 - Present

- Created and orchestrated Artificial Intelligence (AI) programs and initiatives from 0-1 to build executive buy-in and execution excellence across the Alpine portfolio. Education and projects incorporated Generative AI, Natural Language Processing (NLP), Computer Vision, Machine Learning (ML), and Robotic Process Automation (RPA).
 - AI Launch Intensives: 6-week practitioner education program covering use-case exploration; ethical, legal, and compliance assessments; ROI and feasibility analyses; and roadmap development – **4.4/5 NPS score** and **\$14.6M+ EBITDA uplift** (projected for first session) – **\$19K AOG revenue per participant**.
 - AI Ideathons: company-wide AI hackathon consisting of AI education (1 day), company-wide cross-functional hackathon (3 days); and competition judged by AI and industry experts (1 day) – **4.5/5 NPS score** and **\$2.75M EBITDA uplift** (projected from first session).
 - AI Power Hours: education program for portfolio company executives and board leads focused on strategic AI adoption including use-case exploration and executive brainstorming to think through the appropriate pain points – **4.33/5 NPS score**.
 - AI Summer Associate Program: orchestrated associates to deliver projects for portfolio companies – **\$6.8M+ EBITDA uplift** (projected).
- Conducted AI-Hiring Advisories for Alpine portfolio companies, resulting in the creation of job-specific scorecards and successful hiring of top AI experts – **\$15K AOG revenue per placement**.
- Collaborated with an Alpine portfolio company on an AI-enabled application – **\$1.6M in Year 1 revenue** (projected).
- Collaborated with an Alpine portfolio company on a generative AI caption writer project; feature **used daily by 20.6% of all paid users** in the Month 1 – **\$200K+ in Year 1 revenue** (projected).

AI Death Doula, LLC - Founder March 2023 - Present

- Founded a start-up focused on supporting hospice and palliative care patients and their loved ones through an **AI chat-based app** – MVP in expert testing; B2C launch in Q3 2024; B2B launch in 2025.
 - **Cross-functional leader for a 14-person AI team** including AI engineers, AI ethics specialists, and business stakeholders.
 - Oversaw **Retrieval-Augmented Generation (RAG) training for Large Language Models (LLMs)** with a unique data set sourced from public end-of-life care sites – LLMs included Llama, Mystral, GPT, Claude, and Gemini.
 - Implemented a **comparative training method to enhance response accuracy**, ultimately selecting the RAG trained GPT-4o model.

SBF Creative, LLC - Founder May 2022 - Present

- Launched an AI and content development consulting company - achieved \$100K in revenues in first year. Clients projects include:
 - *Alpine Investors* – **Advised AI Associates (9-person team)** across portfolio companies on AI best practices for projects generating **\$17.7M+ of impact** (projected) through direct cost savings, productivity gains, and new revenue.
 - *Ingenio, LLC* – Pitched, developed, and managed the world's first AI-powered spiritual guidance marketplace. Grew to **100K+ users, 3M+ messages, 1.4K daily chats, and 11+ minute average session duration**.
 - *Ingenio, LLC* – Oversaw **AI-based article production**, producing a **4X increase in page views and 75% cost reduction**.
 - *Ingenio, LLC* – **Led AI content efforts and trained editorial team on prompt engineering**.
 - *RomanceReader.com* – **Led AI content production** for initial site launch with **100% AI-generated articles and images** (GPT, DALL-E, and Midjourney).
 - *UpCounsel* – **Lead advisor on AI-based article production**, including prompt engineering (GPT) for legal marketplace content.

EDUCATION

University of Southern California

Master of Visual Anthropology 2022

Bachelor of Arts, Interdisciplinary Studies in Thanatology 2021

Minor in Comedy: School of Cinematic Arts

Crafted and successfully pitched creation of an independent major in Thanatology (study of the societal aspects of death and dying) to USC faculty. Conducted **original research** on the 1835 Moriuri Genocide, working closely with Moriuri leaders and the Hokotehi Moriuri trust.

CERTIFICATIONS

Generative AI for Product Managers 2023

Introduction to Prompt Engineering for Generative AI 2023

AWARDS AND LEADERSHIP

2024 Best Use of AI-Generated Content - Digiday 2024

Phi Beta Kappa 2021

Discovery Scholar 2021

➤ Award for students who made “**significant contributions to their discipline**” and produced “**outstanding original research.**”

University of Southern California (USC) Digital Folklore Archive - Research Contributor 2020

➤ Contributed **100+ hours of original research** to USC's digital archive.

SELECTED SKILLS

AI/ML Education	AI Product Development	Project Management	Cross-functional Leadership
Ethical AI Implementation	AI Prompt Engineering	Business Impact Analysis	Senior Stakeholder Management