

Jenna Saunders

EXPERIENCE

SVP · Data, Insights & Enterprise Systems
Leadership

*Doctor of Management (IST) Candidate · Enterprise AI
adoption & governance · Data strategy · BI · Salesforce
integrations · IT operations*

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SKILLS & LEADERSHIP

Enterprise Leadership & Governance

- Data quality & metric definition standards · Executive dashboards & operating rhythms · Council participation · KPI framework design · Compliance alignment · Change facilitation

Business Intelligence & Insights

- Enterprise BI strategy · Self-service analytics with guardrails · Forecasting & leading indicators · Semantic modeling · Troubleshooting & documentation

Enterprise Systems & Integrations

- Salesforce as student lifecycle system · API strategy · AWS Redshift/S3/Athena · Integrations with support & billing systems · Analytics aligned to Student Success

AI Readiness & Automation

- AI/ML data readiness · Automation to reduce cycle time · Responsible AI · Evidence-based AI adoption practices

People & Organization

- Training & enablement across teams · Cost optimization & initiative prioritization

University of Phoenix — IT Engineer (May 2023–Present)

- Executive-facing SPI dashboards used by 300+ managers monthly
- Reporting turnaround reduced from days to hours via pipeline automation & standardized definitions
- Partnered with Student Success & Product to define forecasting scenarios & leading indicators
- Designed secure API access to Salesforce student tracking data while preserving guardrails
- Negotiated new IP intelligence provider (+coverage, ~50% cost reduction)
- Consolidated multi-bot processes into streamlined automations tied to SharePoint workflows
- Applied doctoral research on AI governance to align investments with outcomes; internal awards for reducing manual processing

Associate Faculty — University of Phoenix (Mar 2025–Present)

- Teach GEN/201; strong learner outcomes

Podcast Creator — Office ADHD (Jan 2023–Sep 2023)

- Built and maintained the website; hosted 30+ expert interviews

Teaching & Academic Leadership — Multiple Schools (2016–2022)

- Department head; curriculum/standards for 400+ students; trained staff on LMS & digital systems

EDUCATION

Doctor of Management (IST emphasis) — In progress
(Sep 2023–Aug 2026)

Dissertation: Consensus-building on when to use advanced AI vs. less complex alternatives to balance innovation, cost, and stability.

M.S., Business Intelligence & Data Analytics — Dec 2021

Graduate Certificate, Artificial Intelligence — Dec 2021

Certifications: MCP Fundamentals (Hugging Face, Jun 2025), Automation Anywhere (Mar 2025), Product Management Mentorship (Apr 2025)

B.S., Zoology — Apr 2008