MARK STAROBINSKY, MBB, CSSBB

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CTO | Chief AI Officer | AI Monetization & Growth | Managing Director | AI-Driven Digital Transformation | Board Advisor

Enterprise AI Strategy | AI Governance & Compliance | AI-Powered Business Growth

Transforming AI-Driven Business Strategy for Fortune 500 Enterprises

Visionary CTO & AI Executive with a proven record of leading \$250M+ AI-powered enterprise transformations, generating \$1B+ in cost savings and 3x revenue growth by enhancing AI-driven automation, cloud cost optimization, and predictive analytics. Expertise in modernizing Fortune 500 enterprises, AI monetization, and optimizing AI governance & compliance frameworks. A trusted board advisor and executive strategist, specializing in AI-driven business models and enterprise data ecosystems.

CORE EXECUTIVE STRENGTHS

- ✓ **Enterprise AI Governance** | AI Monetization | Digital Transformation
- ✓ Cloud Strategy & Cost Optimization | AI & Data Product Innovation
- ✓ **AI-Driven Revenue Growth** | Generative AI & Large-Scale AI Deployments
- ✓ Enterprise Data Architecture & Governance (BCBS, CCAR, GDPR)
- ✓ C-Level Engagement & Strategic Partnerships | AI Marketplace Development
- ✓ Board Advisory & Thought Leadership | Public Speaking & Industry Influence

PROFESSIONAL EXPERIENCE

SMURFIT WESTROCK

Data Strategist – Metadata & Data Catalog Subject Matter Expert (Feb 2024 – Present)

- Designed AI-driven metadata frameworks, increasing data discovery efficiency by 35%, improving enterprise-wide analytics productivity by 60%, and optimizing SAP S/4HANA digital transformation success.
- Spearheading **AI-driven governance frameworks**, optimizing metadata management efficiency.

• Keynote speaker and thought leader on Enterprise AI Data Governance.

ACCENTURE TECHNOLOGY (Data & AI Group)

Global AI & Data Strategy Lead – Metadata, Data Catalogs & Cloud Optimization (2018 – 2024)

- Led \$250M+ AI-powered digital transformations, delivering \$1B+ operational savings and 3x revenue expansion by enhancing AI-driven automation, cloud cost optimization, and predictive analytics.
- Spearheaded **AI-driven metadata automation**, reducing compliance reporting efforts by **30%**.
- Established global partnerships with **Alation & MarkLogic**, leading **enterprise-wide AI** & data governance solutions.

JP MORGAN CHASE (CCB Commercial Credit Risk)

Executive Director – AI & Data Governance, Risk Analytics & Digital Transformation (2015 – 2018)

- Developed AI-powered risk analytics, reducing institutional risk exposure by \$2B+, improving credit decision efficiency by 50%, and leading to record-breaking risk-adjusted returns.
- Designed and implemented **automated AI-driven data quality frameworks**, ensuring full **BCBS and CCAR compliance**.
- Transformed data governance models, reducing operational inefficiencies by 35% across risk analytics.

ADDITIONAL LEADERSHIP ROLES

Held senior positions at Broadridge, RBS Citizens, Citigroup, Deutsche Bank, Morgan Stanley, Thomson Reuters, leading AI-driven business transformation, enterprise data governance, and architecture strategy.

BOARD & ADVISORY ROLES

Non-Executive Director (NED) | Board Advisor – AI, Data & Digital Strategy

- Advising global organizations on AI monetization, enterprise data governance, and cloud adoption strategies.
- Shaping regulatory frameworks for AI compliance, ethical AI strategies, and AI monetization.
- Trusted advisor to C-suite executives on AI-driven business models, revenue growth, and operational efficiency.

EDUCATION & ADVANCED CERTIFICATIONS

- MIT Professional Education Data Architect Certification
- Google Cloud Certified Professional Cloud Architect
- Six Sigma Master Black Belt (MBB) Cornerstone Six Sigma
- Lean Six Sigma Black Belt (CSSBB) Villanova University
- IBM Artificial Intelligence Fundamentals
- Databricks Academy Accreditation Generative AI Fundamentals
- Google Generative AI for Business Leaders
- **BSBA**, **Finance** Thomas Edison State University

TECHNOLOGY LEADERSHIP & KEY PLATFORMS

- AI & Data Platforms: Palantir Foundry, Databricks, Google Cloud, AWS, Azure | AI
- Driven Revenue Optimization & Large-Scale AI Deployments
- Metadata & Governance: Alation, Collibra, Informatica, IBM Data Governance | AI
- Compliance & Governance, AI Monetization & Ethical AI Strategy
- BI & Analytics: Tableau, OlikView, PowerBI, SAP Business Objects | AI-Driven
- Business Intelligence, Enterprise AI Forecasting & Predictive Decision Analytics
- Big Data & Databases: Hadoop, Teradata, Greenplum
- AI & Machine Learning: TensorFlow, PyTorch, Scikit-Learn

THOUGHT LEADERSHIP & PUBLICATIONS

- **Keynote Speaker** at AI & Data Governance Summits
- Featured in Industry Reports on AI Strategy & Metadata Governance
- Active Contributor to AI & Data Science Communities