Dear Hiring Manager,

With over 15 years of experience driving digital transformation and enterprise AI adoption, I am eager to contribute my expertise to RWEST's AI Enablement Team as a **Senior AI Enablement Specialist**. My background is perfectly aligned with your mission to scale practical AI solutions across RWEST: I combine strategic vision, technical proficiency, and hands-on delivery.

In my current role as **Senior Digital Transformation Manager at RWE Renewables Europe & Australia GmbH**, I lead the **AI@OPEA Initiative**, embedding AI into core business processes through a three-pillar approach: **AI Upskilling, Business Impact, and Next-Level AI**.
Key achievements include:

- **Frameworks & Scalability:** Invented and implemented an **AI Persona Framework**, enabling structured design cycles and production-ready scalability across teams.

- **Upskilling & Culture:** Delivered **20+ AI workshops**, upskilling ~350 colleagues with a **92% satisfaction rate**, fostering a culture of AI adoption.

- **Business Impact:** Facilitated ideation of **36 use cases**, implemented **15** through **rapid prototyping** with tracked efficiency gains (≥15%) and significant cost-saving potential.

- **Technical Innovation:** Co-led a **POC** integrating Model Context Protocol (MCP) with RES apps and developed an early-stage **Procurement Negotiation Agentic Framework** using n8n for workflow automation.

- **Mentorship & Enablement:** Coached a graduate to independently develop AI Personas, co-facilitate workshops, and contribute to business-led AI projects.

- **Experimentation:** Leveraging **GitHub Copilot**, OpenAI Codex, and Claude Code to accelerate prototyping and enhance developer productivity.

To complement this experience, I am pursuing a **Post Graduate Program in AI & Machine Learning (Business Applications)** with **The University of Texas at Austin (May 2025 – Feb 2026)**, deepening my technical expertise in **MLOps, CI/CD pipelines**, advanced ML, and Generative AI (LLMs, RAG), ensuring I can bridge the gap between business strategy and **hard engineering execution**.

I am passionate about enabling organizations to harness AI responsibly and effectively. Joining RWEST's pioneering team offers an exciting opportunity to apply my experience in AI enablement, reusable frameworks, and cross-functional leadership to deliver measurable business impact.

I would welcome the opportunity to discuss how my skills and experience can help RWEST accelerate its AI journey.

Kind regards,
André Raphael Gerecke