

# DEREK SIMMONS

AI Product Strategy Executive & Legal Workflow Innovation Leader

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## EXECUTIVE SUMMARY

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AI product management executive who understands that **AI is the most exciting advancement in human history** with 2,500+ hours of hands-on experience breaking down complex legal research and litigation workflows using cutting-edge AI tools and techniques. Proven track record generating \$20M+ in revenue through systematic AI product development and enterprise deployment. Expert in leading cross-functional teams to partner with data scientists and engineers, bringing innovative AI solutions to market rapidly while maintaining rigorous quality standards required for legal technology products.

## CORE COMPETENCIES

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**Legal Workflow Analysis | Gen AI Product Development | Complex Legal Research Optimization | AI-Savvy Team Leadership | Cross-Functional Collaboration | Customer Research & User Experience | Litigation Workflow Transformation | Enterprise AI Integration | Quality Assurance & Compliance | Strategic Partnership Development**

## PROFESSIONAL EXPERIENCE

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### AI Strategy Consultant & Legal Workflow Researcher | Claude Wisdom Strategies

Nov. 2024–Present

*Systematic analysis of complex legal and organizational workflows using cutting-edge AI tools*

- **Led systematic legal workflow analysis** through ATS Decoder research project, breaking down complex hiring and employment law processes into AI-optimizable subparts — demonstrating exactly the methodology needed for legal research and litigation workflow transformation
- **Orchestrated 5+ concurrent AI platforms** (Claude, GPT-4, Cursor, GitHub, Perplexity) for complex document analysis and pattern recognition across legal, regulatory, and organizational systems
- **Generated actionable insights** from 2,500+ hours of hands-on AI research, creating systematic methodologies for human-AI collaboration in professional services environments
- **Developed The CW Standard framework** for ethical AI implementation in regulated industries, emphasizing quality assurance and compliance verification processes essential for legal technology
- **Partnered with legal professionals** throughout research process, demonstrating ability to collaborate with experienced practitioners to understand customer workflows and refine product concepts

### Executive Director, New Products | Star Tribune Media

March 2022–Oct. 2024

*AI product strategy and cross-departmental innovation for 1,000+ employee organization*

- **Delivered comprehensive AI strategic plan** resulting in enterprise-wide AI Task Force and systematic product development roadmap for complex organizational workflows
- **Generated \$5M+ in incremental revenue** through AI-powered product solutions, demonstrating ability to bring new AI solutions to market quickly while maintaining quality standards
- **Created SalesGPT automation solution** that systematically broke down complex sales workflows into AI-optimizable subparts, reclaiming 2.5 work-years annually for operations teams
- **Partnered with data scientists and engineers** across AWS, Cohere, SAP, and MuleSoft platforms to implement enterprise AI solutions and strategic technology partnerships
- **Led cross-functional product development** ensuring cohesive AI implementation across departments while managing complex stakeholder relationships and technical requirements

### Chief Creative Officer / Vice President | Star Tribune Media

June 2017–March 2022

*Enterprise product development and customer research leadership*

- **Supported enterprise client success** driving digital subscription growth to 100,000+ through systematic customer research and user experience optimization
- **Pioneered Media Franchise Model** generating \$15M+ revenue growth through innovative product positioning and market development strategies
- **Led organizational transformation** managing cross-functional teams of 55+ professionals through systematic change management and quality assurance processes
- **Established thought leadership positioning** achieving perennial Top 5 global ranking by Society for News Design through systematic excellence and innovation frameworks
- **Created strategic customer engagement assets** supporting revenue generation across multiple business units through systematic product development methodologies

### Assistant Managing Editor, Visuals | Star Tribune Media

Dec. 2013–June 2017

*Product development leadership and systematic quality assurance*

- **Built high-performing cross-functional teams** maintaining global excellence recognition through systematic talent development and quality standards
- **Led comprehensive product redesigns** including award-winning digital platform launches driving customer engagement and workflow efficiency
- **Managed complex product initiatives** contributing to Pulitzer Prize-winning and finalist projects through systematic quality assurance and collaborative development
- **Implemented systematic delivery excellence** through cross-functional collaboration and customer-focused quality assurance systems

## AI RESEARCH & LEGAL TECHNOLOGY EXPERTISE

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### Systematic Legal Workflow Analysis

**Complex Process Breakdown:** Expert methodology for analyzing legal research and litigation workflows, identifying AI-optimizable subparts through systematic research and documentation

**Quality Assurance Frameworks:** Proven experience developing quality standards and compliance verification processes for professional services and regulated industries

**Customer Research Leadership:** Systematic approach to understanding practitioner workflows and translating insights into product development requirements

### AI Product Development & Market Strategy

**Enterprise AI Architecture:** Systematic approach to large-scale AI integration across complex organizational environments and technology stacks

**Partnership Development:** Proven track record building strategic relationships with AI platform vendors and technology partners for enterprise solutions

**Revenue Generation:** Documented success generating measurable business value through systematic AI product development and market positioning

## TECHNICAL PROFICIENCIES

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### AI Platform Expertise

**Large Language Models:** Advanced experience with Claude, GPT-4, Gemini, and emerging AI platform capabilities for complex legal and research applications

**Integration Architecture:** Proven ability to design and implement AI solutions across complex technology stacks and enterprise environments

**Product Analytics:** Data-driven approach to product optimization, performance measurement, and customer workflow analysis

### Product Development Leadership

**Agile & Systematic Methodologies:** Expert in scrum, kanban, and hybrid approaches for complex AI product development and cross-functional team leadership

**Cross-Functional Collaboration:** Proven success leading product teams across engineering, design, legal, and business functions in enterprise environments

**Customer Research Excellence:** Systematic approach to understanding practitioner workflows, conducting user research, and translating insights into product requirements

## EDUCATION & PROFESSIONAL DEVELOPMENT

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**MIT Artificial Intelligence & Data Science Program**  
*Admitted, 2025 cohort*

**University of Southern California**  
*Master of Communication Management (Admitted, 2022)*

**Kansas State University**  
*Bachelor of Science, Mass Communications*

**Certifications & Continuing Education**  
*Yale University: The Science of Well-Being | Leiden University: De-Mystifying Mindfulness | Poynter Institute Leadership Academy*

## ADDITIONAL QUALIFICATIONS

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**Minneapolis-Based:** Available for hybrid work model with Thomson Reuters Minneapolis office location preference

**Enterprise Experience:** Proven track record in large-scale technology organizations managing complex product development initiatives

**Customer Research Leadership:** Systematic approach to understanding practitioner workflows and translating insights into actionable product requirements

**Strategic Vision:** Demonstrated ability to translate emerging AI capabilities and market trends into systematic product development strategies and business value