

DEREK SIMMONS

AI Strategy Executive & Innovation Evangelist

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PROFESSIONAL SUMMARY

AI strategy executive with 15+ years of experience generating \$20M+ in revenue through innovative frameworks and enterprise transformation. Proven thought leader in AI market intelligence with 2,500+ hours of hands-on research across platforms and industries. Specialized expertise in translating AI capabilities into strategic business value, supporting enterprise sales teams, and building market-differentiating thought leadership. Pioneer of systematic AI implementation methodologies with demonstrated success in cross-functional collaboration and C-level engagement.

CORE COMPETENCIES

AI Strategy & Market Intelligence | Enterprise Sales Enablement | Thought Leadership Development | Cross-Functional Collaboration | Strategic Consulting | Revenue Generation | Executive Communication | Product Strategy | Change Management | Experience Management

PROFESSIONAL EXPERIENCE

AI Strategy Consultant | Claude Wisdom Strategies

Nov. 2024–Present

Developing AI implementation frameworks and strategic consulting methodologies for enterprise applications

- Created systematic AI orchestration methodologies managing 5+ concurrent AI platforms for enterprise deployment
- Generated market intelligence through 2,500+ hours of cross-platform AI research and practical implementation
- Developed The CW Standard framework for ethical AI implementation emphasizing human-AI collaboration
- Established thought leadership through Walking Compass research series documenting AI collaboration best practices
- Built strategic consulting practice focused on AI transformation for mid-market and enterprise clients

Executive Director, New Products | Star Tribune Media

March 2022–Oct. 2024

Led AI strategy development and cross-departmental innovation for 1,000+ employee media organization

- **Delivered comprehensive AI strategic plan** resulting in company's first AI Task Force and enterprise-wide implementation roadmap
- **Generated \$5M+ in incremental revenue** through innovative AI-powered product solutions and strategic partnerships
- **Created SalesGPT automation solution** reclaiming 2.5 work-years annually for sales operations teams
- **Directed cross-department product development** ensuring cohesive AI implementation across all platforms and workflows
- **Supported enterprise sales initiatives** through AI-enhanced content strategies and customer engagement optimization
- **Built strategic partnerships** with AI platform vendors including AWS, Cohere, SAP, and MuleSoft for enterprise solutions

Chief Creative Officer / Vice President | Star Tribune Media

June 2017–March 2022

Executive leadership driving digital transformation and revenue growth through strategic innovation

- **Drove enterprise sales success** supporting digital subscription growth to 100,000+ achieving top 6 national ranking
- **Pioneered Media Franchise Model** generating \$15M+ revenue growth through innovative client engagement strategies
- **Led organizational transformation** achieving perennial Top 5 global ranking by Society for News Design
- **Managed cross-functional teams** of 55+ professionals through systematic change management and talent development
- **Established thought leadership** positioning organization as innovation leader in media transformation
- **Created reusable strategic assets** for client engagement and revenue generation across multiple business units

Assistant Managing Editor, Visuals | Star Tribune Media

Dec. 2013–June 2017

Strategic leadership for digital transformation and experience management

- **Built high-performing teams** maintaining global excellence recognition through systematic talent development
- **Led comprehensive digital experience redesigns** including acclaimed website relaunch driving engagement growth
- **Contributed to award-winning projects** including Pulitzer Prize-winning and finalist initiatives
- **Managed client delivery excellence** through cross-functional collaboration and quality assurance systems

AI RESEARCH & TECHNICAL EXPERTISE

Strategic AI Implementation

Enterprise Orchestration: 2,500+ hours managing multi-platform AI ecosystems including Claude, GPT-4, Cursor, GitHub

Revenue Generation: Documented \$20M+ in business value through AI strategy and implementation frameworks

Market Intelligence: Deep knowledge of AI competitive landscape, emerging trends, and enterprise adoption patterns

Strategic Partnerships & Market Analysis

Platform Evaluation: Comprehensive assessment of AI vendors including AWS, Cohere, SAP, Skyline ATS, MuleSoft

Industry Application: Cross-sector AI implementation experience in media, professional services, and technology

Sales Enablement: Proven track record supporting enterprise sales through AI-enhanced strategies and tools

THOUGHT LEADERSHIP & PUBLIC PRESENCE

Content Creation & Speaking

Research Publications: Walking Compass series documenting 2,500+ hour AI collaboration methodology

Strategic Frameworks: The CW Standard for ethical AI implementation and human-AI collaboration

Industry Recognition: Media transformation thought leadership with national and international recognition

Market Positioning

Innovation Partnership: Established track record building strategic vendor relationships and market partnerships

Competitive Intelligence: Deep understanding of AI market dynamics, emerging technologies, and adoption trends

Strategic Storytelling: Exceptional ability to communicate AI business value and transformation potential

EDUCATION & PROFESSIONAL DEVELOPMENT

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

Additional Certifications

Yale University: Science of Well-Being | Leiden University: De-Mystifying Mindfulness | Poynter Institute Leadership Academy

ADDITIONAL QUALIFICATIONS

Travel Availability: Willing to travel 25-50% for client engagement and market development

Design Thinking: Systematic approach to innovation and problem-solving through user-centered design

Startup Experience: Entrepreneurial mindset with experience in rapid growth and scaling environments

Executive Presence: Proven ability to engage with C-level executives and drive strategic decision-making