

DEREK SIMMONS

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PROFESSIONAL SUMMARY

Digital transformation executive with 15+ years driving innovation across complex organizations. Generated \$20M+ in new revenue by developing AI-powered solutions and cross-functional frameworks that align technology with business objectives. Proven expertise leading enterprise-wide digital initiatives, building high-performing technical teams, and transforming organizational culture through data-driven decision making. Specialized in translating emerging technologies into measurable business outcomes while fostering innovation ecosystems across R&D, operations, and commercial functions.

CORE COMPETENCIES

Digital Transformation Strategy | AI/ML Implementation | Cross-Functional Leadership | Data-Driven Decision Making | Innovation Culture Development | Team Building & Mentorship | Performance Metrics & KPIs | Technology Roadmap Development | Change Management | Stakeholder Engagement

PROFESSIONAL EXPERIENCE

Founder & Chief Architect

Claude Wisdom Strategies | Nov. 2024–Present

Developing AI-powered frameworks bridging technological advancement with business strategy

- Creating enterprise AI implementation methodologies emphasizing ethical deployment and measurable ROI
- Building cross-domain pattern recognition frameworks applicable across industries and operational contexts

Executive Director, New Products

Star Tribune Media | March 2022–Oct. 2024

Led digital transformation initiatives for 1,000+ employee organization with enterprise-wide impact

- **AI Strategy Leadership:** Presented comprehensive AI strategic plan leading to formation of company's first AI Task Force and enterprise-wide implementation roadmap
- **Revenue Generation:** Created \$5M+ in incremental revenue streams through innovative digital platforms and strategic technology partnerships
- **Process Innovation:** Designed and implemented SalesGPT automation solution reclaiming 2.5 work-years annually for sales operations
- **Cross-Functional Collaboration:** Directed product development across departments ensuring cohesive implementation standards and measurable business outcomes

Chief Creative Officer / Vice President

Star Tribune Media | June 2017–March 2022

Executive leadership driving digital transformation and operational excellence across multiple business units

- **Strategic Digital Leadership:** Drove digital subscription growth to 100,000+ achieving top 6 national ranking among metropolitan newspapers
- **Innovation Framework Development:** Pioneered Media Franchise Model generating \$15M+ revenue through data-driven content strategy and operational efficiency
- **Team Leadership:** Built and managed cross-functional teams across newsroom, product development, and business operations with \$2M+ annual budget
- **Performance Management:** Established KPIs and OKRs across multiple departments, contributing to revenue turnaround from \$900K deficit to \$1M surplus

Assistant Managing Editor, Visuals

Star Tribune Media | Dec. 2013–June 2017

Strategic technology leadership during digital transition with focus on operational excellence

- **Team Development:** Built high-performing technical teams maintaining Top 5 global ranking for innovation and execution
- **Technology Implementation:** Led organization through comprehensive digital and print platform redesigns including mobile optimization

AI RESEARCH & TECHNICAL EXPERTISE

Enterprise AI & Data Management

1,500+ hours of research on large language models and practical business applications. Created The CW Standard methodology for ethical AI integration prioritizing human values and measurable outcomes. Designed automation solutions reclaiming multiple work-years annually through intelligent workflow optimization. Advanced human-AI collaboration approaches ensuring technology augments rather than replaces human judgment.

Technology Leadership & Partnerships

Technical Stack: Claude, GPT-4, Microsoft 365, Salesforce, Tableau, Power BI, GitHub
Strategic Partnerships: Evaluated AI opportunities with AWS, Cohere, SAP, MuleSoft, Zeta Global, Sportradar
Methodologies: MVP, design of experiments (DOE), agile, AI-guided R&D approaches

LEADERSHIP ACHIEVEMENTS

Strategic Innovation

- Generated \$20M+ in new revenue streams through technology-driven innovation initiatives
- Led enterprise-wide AI strategy development impacting 1,000+ employees across multiple business units
- Built sustainable frameworks adopted across organization for continuous improvement

Team Development & Transformation

- Successfully hired, developed, and retained 55+ technical and creative professionals
- Launched 20+ digital products and platforms with proven ROI and customer adoption
- Established data governance and analytics capabilities supporting strategic decision making

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

Current Certifications: Stanford Law School Enterprise AI Governance (2025), Yale University Science of Well-Being, Poynter Institute Leadership Academy, Google Analytics Certification (In Progress)

BOARD LEADERSHIP & COMMUNITY IMPACT

Minnesota State University–Mankato Customer Experience Advisory Board Member (2023-2024) | **East Ridge Athletic Association** Basketball Board President (200+ families) | **International News Media Association** Member (2023–Present) | **Community Coaching** 10+ years with measurable impact on participant advancement