## Unlocking Global Growth and Large Efficiencies with AI-Optimised Content Management

Hi, I’m Katie — it’s nice to meet you.

With over 15 years of experience in change management and IT implementation for large companies like NAB, City of Melbourne, and Dell, I’ve helped organisations scale quickly and cost-effectively. In the last five years, I’ve accelerated ROI 3x through AI-driven solutions that optimise content and localisation for diverse markets.

**Unlocking Global Growth with AI-Optimised Content Management**

As your company grows, supporting customers in APAC, the Americas, and other global regions will become crucial. The ability to scale regional culturally relevant content across multiple languages is no longer optional — it’s essential. My approach centres on two key pillars:

* **AI-Powered Content Localisation**: Tailoring content to resonate with regional audiences is vital for market leadership. By leveraging AI to create multilingual, culturally nuanced content, this breaks down language barriers, increases market penetration, and drives engagement globally.
* **Custom AI Prompting for Regional Context**: Organisations face challenges when AI lacks regional understanding. Designing and prompting Large Action/Agent Models helps AI recognise local industry terminology, compliance requirements, and cultural nuances.

This approach saves on generative AI and translation costs, and also drives tangible business outcomes by enhancing customer experience and operational efficiency across regions.

**Key Strengths & Offerings**

* **Proven Efficiency & Savings**: My in-house AI solutions have saved companies hundreds of thousands annually. For example, I reduced an $11M USD vendor translation fee to just $285K USD using scalable, AI-driven content management.
* **AI Search Accuracy (99%)**: By using semantic tagging and AI systems that understand content, context, and relationships, I deliver search capabilities that exceed traditional AI results (typically around 75%), enabling fast, accurate content retrieval globally.
* **Software-Agnostic & Vendor-Neutral**: My solutions integrate seamlessly with AWS, Azure, and independent vendors, ensuring flexibility and eliminating vendor lock-in.
* **Human Review & Continuous AI Improvement**: I integrate human feedback loops into AI systems, ensuring continuous improvement and adapting to changing needs.
* **Clear System Structure and Learning Standards**: I focus on making the layers of the AI system — people, processes, and technology — easy to understand and act on. Ensuring the foundation of English source content is accurate, scalable, and aligned with new standards, enabling teams to adopt efficient processes, and easily manage content ongoing. This enables the size of English based content teams to reduce by over 65%.
* **Aligning structured and unstructured data**: Breaking down siloes from 8+ years of acquisitions, I guide teams in aligning product data with content and knowledge systems.
* **Metrics-Driven Performance**: With real-time metrics, my system helps teams continuously refine AI performance and adapt to evolving business needs.

**Real-World Impact**

I’ve helped multinational companies unlock global growth by implementing AI-driven content strategies. For example, a global IT infrastructure company saw a 25% increase in partner engagement and a 65% improvement in operational efficiency by deploying a tailored multilingual content management system. The Japanese team, one of the hardest languages and cultures to please, especially in the technical space, were pleasantly surprised by the speed and quality of AI changes. This work helped establish them as a global leader for a $20-30 million government deal. Additionally, one client saved over $500K USD in vendor costs by building an in-house AI system.

**Strategic Advantage**

By implementing scalable AI content solutions, you can drive faster market penetration and improved customer experience, empowering you to scale seamlessly across borders.

I am excited to learn more about how we can partner to leverage AI for your global growth.

Thanks, talk soon.  
Katie Potter

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