

February 10, 2026

Hiring Manager

Legends Global

Re: Senior Director of AI Insights

I'm writing to express my strong interest in the Senior Director of AI Insights position at Legends Global. With over a decade transforming data into actionable insights through AI and leading cross-functional analytics initiatives, I'm excited by the opportunity to bring AI-driven decision-making to the world's greatest live events and venues.

What draws me to this role is the intersection of advanced AI capabilities and real business impact, which has been the focus of my entire career. At Redica Systems, I built an LLM-powered insights system that transformed how pharmaceutical companies understand FDA enforcement trends. But the technical work was only half the story. The real value came from partnering with quality executives to understand their strategic challenges, then translating AI outputs into insights they could act on immediately. I presented this work at industry conferences like CHPA and ISPE, not as technical demonstrations but as business strategy discussions about how AI creates competitive advantage. That experience taught me that successful AI initiatives require exceptional storytelling and the ability to advocate for AI literacy across an organization, which resonates strongly with this role's emphasis on driving adoption through education and stakeholder engagement.

My approach to AI insights is fundamentally consultative and relationship-driven. At Gilead, I led analytics for Medical Affairs by first spending months understanding what different stakeholders actually needed to make better decisions. I worked with product leaders on launch strategies, with operations teams on territory optimization, and with finance on forecasting. The analytics team became a strategic partner because we focused on solving business problems, not just building models. I've found that the best insights come from deep collaboration with the people closest to the business challenges. At Takeda and Regeneron, I spent significant time on manufacturing floors and in quality meetings, learning the business context that turned data into something decision-makers would trust and use. This experience prepared me well for Legends' need to embed AI insights across diverse functions like sales, partnerships, hospitality, and operations.

I'm particularly energized by the scale and variety of Legends' portfolio. Working across 450 venues and 20,000 events annually means endless opportunities to identify patterns, uncover trends, and create competitive advantages through AI. My background applying predictive analytics to complex operational environments translates directly. Whether it's optimizing merchandise inventory predictions across venues, identifying partnership opportunities through pattern recognition in guest behavior, or forecasting demand for premium hospitality packages, the analytical thinking is similar. I understand how to define success metrics tied to business outcomes, establish model monitoring best practices, and continuously improve strategies based on what's actually working. My PhD in mathematics provides the quantitative foundation for advanced AI applications, while my track record communicating complex ideas to non-technical audiences ensures I can bridge the technical-business gap that this role requires.

I'd welcome the opportunity to discuss how my experience transforming AI capabilities into business insights, leading cross-functional analytics teams, and driving organizational adoption through

storytelling can help Legends Global leverage AI to stay at the forefront of the live events industry.
Thank you for considering my application.

Sincerely,

Matt Oremland, PhD