PETE TRUJILLO

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AI & EMERGING TECHNOLOGY STRATEGIST

➢ Accomplished strategist supporting $100M+ in enterprise revenue by developing enterprise AI strategy, market-driven innovation, and ethical AI governance frameworks.

➢ Skilled at blending data analytics, strategic research, and risk management to launch scalable, compliant AI solutions.

➢ Trusted by Fortune 500 executives to deliver high-impact thought leadership, business case development, and technology adoption strategies.

SKILLS

◆ **Strategy & Research:** Enterprise AI Strategy , Business Case Development , Market & Competitive Analysis , Thought Leadership

◆ **AI & Technology:** RAG, LLM & NLP , AI Product Lifecycle , Tableau, Power BI, SQL , Process Automation

◆ **Governance & Risk:** Ethical AI & Risk Management , AI Regulatory Governance , Executive Communication , Stakeholder Alignment

PROFESSIONAL EXPERIENCE

MICROSOFT ◦ Remote ◦ 2022 to 2024

Senior Product Manager, AI & Analytics Solutions

Pioneered AI Product Strategy and Ethical Governance for B2B analytics solutions, generating over $100M+ in annual revenue by translating emerging technology trends (AI, data feeds, Copilot) into a quantifiable product roadmap. Shaped Microsoft's AI-first approach for conversational platforms, managing 10+ product lines and ensuring regulatory compliance for Fortune 500 organizations.

- **Emerging Technology Strategy**: Shaped the firm's approach to AI by developing the strategic vision for Nuance Mix and Copilot Studio migrations, aligning a 10+ product line roadmap with Microsoft's AI-first strategy.
- **Business Case Development:** Built and presented business cases for AI product launches, securing $500K in new revenue and influencing resource allocation.
- **Strategic Planning:** Led the end-of-life (EOL) strategy for a legacy on-premise analytics product, reducing maintenance costs by 20% and reallocating engineering resources toward high-growth hosted B2B SaaS solutions.
- **Emerging Tech Research:** Led competitive and market research on AI, LLMs, and emerging technologies (e.g., Project Sophia), translating insights into actionable strategies that shaped leadership decision-making.

NUANCE COMMUNICATIONS ◦ Agoura Hills, CA ◦ 2017 to 2022

Senior Manager, Insights & Analytics

Drove AI product strategy for conversational platforms, aligning technology initiatives (AI bots, fraud detection, Human in the Loop) with business objectives to deliver measurable client performance and operational efficiency gains.

- **Emerging Technology Development & Strategic Launch:** Led the beta development and GTM strategy for a human-in-the-loop (HITL) AI solution (Nina Coach), achieving a measurable 9% reduction in escalations to human chat agents and accelerating bot learning efficacy.
- **AI Policy & Fraud Detection:** Provided cross-functional support and analytical insight to Nuance Gatekeeper fraud detection software, leveraging data mining expertise to identify bot spamming patterns and measurably improve model accuracy.
- **Business Case & Client Value Delivery:** Developed and implemented bespoke AI analytics consulting solutions for enterprise clients (e.g., Verizon, AT&T, H&M), driving significant strategic operational improvements and achieving a 17% increase in CSAT for a major telecom client.
- **Data Strategy & Operational Automation:** Revolutionized Voice of Customer (VOC) data analysis and reporting workflows by implementing text analytics automation of transcript coding, successfully slashing manual labor by 60% and improving the speed of strategic insight delivery.

J.D. POWER ◦ Westlake Village, CA ◦ 2010 to 2017
Senior Manager, Consumer Research

Shaped C-suite decision-making at Fortune 100 clients by developing thought leadership and strategic recommendations based on complex market research and emerging technology trends.

- **Strategic Recommendations:** Advised Fortune 100 C-suite executives with data-driven strategic recommendations, shaping enterprise technology adoption and customer experience strategies.
- **Emerging Technology Research**: Pioneered biometric research initiatives using facial recognition and eye tracking to deepen consumer insights, measuring emotional reactions to products and optimizing UX effectiveness.
- **Strategic Consulting:** Established a new $150K revenue stream by designing and launching a behavioral consulting product that provided strategic UX recommendations and competitive benchmarking to automotive clients.

CHASE BANK ◦ Chatsworth, CA ◦ 2006 to 2009
Business Operations Analyst

Designed BI reporting and automation solutions improving efficiency and compliance.

- **Business Intelligence (BI) Solution Design:** Designed and pioneered a secure complaint-tracking database and implemented BI reporting solutions (scorecards, dynamic dashboards) for consistent metric reporting and executive decision-making.
- **Process Automation & Efficiency:** Optimized call center workflows by developing and implementing a screen-scraping input tool to automate data entry, resulting in a 15% reduction in call times and a 4% increase in Quality Assurance (QA) scores.
- **Critical Risk & Compliance Resolution**: Leveraged complaint data analysis to identify and address a critical issue related to omitted information on HELOC statements, collaborating with the servicing team to resolve the data omission and measurably reduce regulatory exposure and complaint volumes.
- **Executive Reporting & Strategic Influence:** Developed and prepared metric reports for executives and presented data-driven findings to stakeholders, securing buy-in for procedural enhancements and informing strategic adjustments based on performance analysis.

EDUCATION

- **Master of Science (MS), Artificial Intelligence: Management & Policy** | Purdue University
  - *Capstone Project: An Explainable AI Instructional Prototype and Governance Framework*
    - Developed an Explainable AI (XAI) instructional prototype using Python, LLMs (Gemini API), and a secure RAG model, ensuring transparency and auditability in AI-driven decision-making.
    - Translated regulatory frameworks (FERPA, COPPA) into technical governance controls, designing role-based dashboards to enforce compliance and human-in-the-loop oversight.
    - Created a risk-scoring and explainability system that addressed the "black box" problem, providing stakeholders with a transparent, auditable trail for AI assessments.
  - *Graduate Certificates (Foundations in AI, Applied Data Analytics)*
- **Bachelor of Science (BS), Consumer Affairs** | California State University-Northridge

CERTIFICATIONS

- **AI Governance Professional (AIGP):** IAPP (Expected 2025)
- **COBIT Foundations:** ISACA (Expected 2025)
- **Agile & Product Management Certifications:** Certified SAFe 6 Product Owner/Product Manager (POPM), Certified Scrum Product Owner (CSPO), Certified Scrum Master (CSM)