Top Skills

Research and Development (R&D)
Product Innovation
Resiliency

Publications

Entreprenuers Grow Business

Molding Youth Into Entreprenuers

Derrick L. Johnson

Encounter AI CEO | Morgan Stanley, Hearst & SRI Backed | Ex-
Accenture & Roku | Mentor | Dad Joke Expert
San Francisco Bay Area

Summary

Derrick is an early-stage venture founder, tech investor, AI and
robotics enthusiast, and experienced mentor, speaker, and board
member. He has brought complex products from concept to reality
for iconic brands such as Roku, Disney, and Accenture. A self-
described "collaborative maverick", he knows how to succeed in
difficult environments.

Experience

Encounter AI
Founder
November 2022 - Present (1 year 10 months)
San Francisco Bay Area

We improve drive-thru operations with our conversational AI. Customers
enjoy human-like interactions that allow for easy ordering and on-the-fly
customization. Plus Encounter AI is more accurate than any other available
solution, so customers get the right order and they get it faster. For a simple
monthly fee, we bring smart tech to fast food.

Led the incubation and launch of a groundbreaking AI-powered product,
targeting enterprise-level marketing solutions, focused on revolutionizing
conversational commerce experiences.

Assembled and directed a highly skilled team of Engineers, Prototypers,
Designers, and Researchers, driving the product from concept to launch.

Developed and executed a comprehensive product strategy, including market
research, competitive analysis, user interviews, and a go-to-market plan for
initial customer acquisition.

Established and managed a product roadmap, prioritizing features based on
user needs, business impact, and technical feasibility.

Collaborated with board to support incubation efforts, ensuring strategic alignment and resource availability.

Responsible for the product's Profit & Loss, managing budgets to align with product goals and financial objectives.

Defined and monitored key performance metrics, leveraging data to guide strategic decisions and identify new product opportunities.

Roku Inc.
Sr. Software Engineer (Voice AI, Data, Analytics)
October 2019 - November 2022 (3 years 2 months)
San Jose, California, United States

Role Intersection: ML Ops, Generative AI, TV Commerce (Hackathon), Data Analytics

On Deck
Fellowship (ODF 4)
June 2020 - July 2020 (2 months)

Encounter AI
Founder
October 2018 - October 2019 (1 year 1 month)

Lead 'Human Like' agent research and development of in terms of accuracy, insights, and responsiveness, in response to shifting labor market demands.

SAP Concur
Senior Data Architect
December 2017 - October 2018 (11 months)
San Francisco Bay Area

Lead data engineering platform migration efforts to support operational marketing, traveler reporting, personalization, and product monetization.

Distributed Systems: MySQL, HDFS (Hive), Kafka
Languages: Python, Java

Accenture
2 years 10 months

Growth and Strategy - Tech Labs
September 2015 - December 2017 (2 years 4 months)
Greater Chicago Area

Provided strategic innovation, market research and thought leadership to identify and deploy long-term growth opportunities covering all segments of Accenture Operations included (e.g. F&A, Software Entitlements, Future Workforce, Digital Outsourcing, etc.)

Partnered to effectively influence and lead cross-functional stakeholders through technical exploration and solutions to business problems.

Delivered strategic insights and business policy recommendations to our Global Operating Committee leadership based on financial modeling, benchmarking research, and product strategy while managing competing priorities and deadlines.

Participated in pre-sales customer visits to understand, develop, propose, deliver and lead innovation offerings and engagements.

Solutions:
Operations (RPA / AI, Human + Machine)
Hospitality (Conversational AI)
Travel (Predictive Analytics)

Data & Analytics - Associate Manager
March 2015 - September 2015 (7 months)
Greater Chicago Area

Developed enhanced forecasting and price planning infrastructure and recommendation systems for a top tier Entertainment and Tourism Diamond Client.

Distributed Systems: Kafka, HDFS (Hive), MySQL
Visualization: Proprietary
Data Providers: Nielsen, Experian, Federal Reserve
Language: Python, SQL

Adelman Travel Group
Analytics Engineering Lead
June 2011 - February 2015 (3 years 9 months)
Greater Milwaukee Area

Managed a business intelligence initiative to enhance traveler tracking and budgetary forecasting across $600M+ in annual travel spend.

Delivered a market differentiated solution across multiple suppliers that enabled Adelman to manage the complete trip cost and report on items beyond air, car and hotel to include meals, mileage, entertainment and other expense data.

Drove innovation initiatives, product governance, deliverables planning and design of entirely new Adelman product features to deliver against team and company goals.

Distributed Systems: SQL Server
Visualization: Cognos
Data Providers: Sabre, TravelPort, SAP
Language: .NET, SQL

WageWorks
Data Integration Engineer
July 2006 - June 2011 (5 years)
Greater Milwaukee Area

Developed and integrated disparate systems to ensure accurate and robust data was available to our clients and third party transit e-commerce systems.

Delivered a mobile application prototype to drive market differentiation.

Education

Marquette University
Bachelor of Arts (B.A.), Management Information Systems, General · (2011 - 2016)

YCombinator Startup School
Startup Principles, Fundraising · (2018 - 2018)