

# DOUG BRYAN

AI Transformation Executive | Advisory, Workshops, Team Leadership & Sustainable Change

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AI/ML executive and transformation advisor with 25+ years leading data science, product, sales engineering, and consulting teams. Known for bridging technical depth with executive communication, and for building the people, processes, and programs that sustain AI-driven change. Experience spans Dataiku Field CDO, Amazon personalization leader, Accenture Labs R&D manager, Merkle SVP Data Science Products, startup CTO, and Stanford University lecturer.

## TRANSFORMATION IMPACT SNAPSHOT

Advisory & workshops	Team leadership	AI/ML outcomes	Enterprise scale
AI strategy, use-case ideation, prioritization, data mesh change programs, seminars and brainstorming workshops	Led teams from 1-20+; managed scrum teams, offshore developers, sales engineers, analytics teams, and research staff	+\$2B/yr Amazon revenue; +46% conversions; -88% cost; -95% model time-to-market; +40% ROAS	Fortune 500 and global clients across retail, banking, insurance, media, healthcare, travel, and manufacturing

## SELECTED AI TRANSFORMATION EXPERIENCE

### Field CDO / Strategic AI Advisor | Dataiku, Remote | Apr 2021-Feb 2024

- Advised large enterprise customers on AI/ML use-case ideation, prioritization, ROI generation, operating models, and data mesh migration change programs.
- Designed and delivered executive seminars, brainstorming workshops, and thought leadership on upskilling, trustworthy AI, AI operating models, and sustainable adoption.
- Worked with Ralph Lauren, NBCUniversal, Takeda, Love's Travel Stops, DigiKey, Ameritas Insurance, and others to connect AI roadmaps to business outcomes.

### AI Consultant / Fractional Account Executive | Digital^Shift | Jul 2025-Present; Why of AI / Touchpoint Strategies | 2024-2025

- Developed AI strategy workshops, consulting offerings, thought leadership, marketing strategy, and sales enablement for rapid AI ROI with sustainable organizational change.
- Built AI-enabled products and workflows using B2B intent data, BigQuery, and LLMs including Claude, Gemini, ChatGPT, and Perplexity.

### SVP / VP, Data Science Products | Merkle | Oct 2016-Apr 2019

- Led AI/ML product development for M1, a multi-channel, person-level marketing platform with 8,000 attributes on every U.S. adult; grew team from 1 to 6 and served as product owner with dotted-line responsibility to multiple scrum teams.
- Delivered measurable outcomes: 46% average conversion-rate lift in in-market tests, 88% lower modeling costs, and 95% faster model time-to-market through AWS/Spark and AutoML migration.

### Principal Solutions Architect / Sales Engineering Manager | RichRelevance | Jan 2013-Oct 2016

- Led consultative pre- and post-sales advisory for omnichannel personalization at multinational retailers; managed North American sales engineering and helped translate AI capabilities into revenue cases.
- Partnered with clients including L.L.Bean, Marks & Spencer, Barneys New York, and Carnival Cruise Line; helped sell a \$600K/year SaaS deal and delivered a 12% Cyber Monday gift-finder conversion rate.

### Product Manager & Technical Lead, Personalized Recommendations | Amazon.com | Sep 2003-Dec 2004

- Led user-experience and data-science teams producing product similarities and personalized recommendations that generated more than \$2B in incremental annual revenue.
- Managed migration of 40 production data pipelines to Virginia data center with only 20 minutes of downtime; represented department in a company-wide ecommerce platform program.

### Senior Manager, Emerging Technology R&D | Accenture Labs | Jun 1995-Aug 2001

- Identified emerging technologies and translated them into business cases, prototypes, client presentations, and press-facing thought leadership for Fortune 500 customers and government clients.
- Managed a \$4M federally funded software R&D project; worked with Sun, IBM, HP, and Microsoft on UDDI, an international Web services standard.

## EARLIER LEADERSHIP, MENTORING & TEACHING

- Stanford University: technical lead of a \$1.5M/year, 20-person research team; lecturer in computer science; developed and taught Stanford's first object-oriented design class.
- Independent/KXEN/OptiMine: delivered proof-of-concept workshops, pilot designs, customer coaching, and analytics processes that doubled marketing response rates, cut root-cause analysis time 90%, and increased online sales 200-700% in selected engagements.

## EDUCATION, PUBLICATIONS & CREDENTIALS

B.S., Computer Science and Mathematics with honors, Carroll College. Published 3 textbooks; 40+ selected publications/presentations; 1 issued patent and 2 patent applications; recognized thought leader in AutoML, personalization, ecommerce, data mesh, trustworthy AI, and upskilling.