

SIMONE WILSON

ENTERPRISE AI TRANSFORMATION LEADER

Applied AI Strategy | Product Leadership | Implementation & Adoption

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EXECUTIVE PROFILE

Enterprise AI transformation leader with 18+ years helping enterprise organizations solve complex product, customer experience, marketing, sales, and operational challenges. For the past three years, has concentrated that foundation on applied AI, leading conversational and LLM-powered systems from executive discovery through workflow redesign, product definition, implementation governance, QA/UAT, launch, and hypercare.

Bridges executive strategy and implementation reality. Translates ambiguous business problems into secure, testable, production-ready AI capabilities by aligning stakeholders, workflows, integration constraints, governance, and measurable outcomes. Known for building repeatable delivery systems that move AI beyond pilots and into operations.

18+ Years of enterprise transformation	15+ Production AI systems delivered	10 Concurrent enterprise programs	10× Delivery throughput	50% Cycle-time reduction
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SIGNATURE TRANSFORMATION PROGRAMS

ENTERPRISE HEALTHCARE APPOINTMENT MANAGEMENT	Redesigned patient access around ANI and live EHR/PMS lookups, HIPAA-aware verification, intent separation, after-hours routing, and escalation logic across seven healthcare platforms.
AI IMPLEMENTATION OPERATING SYSTEM	Built Client Hub infrastructure, Jira epic models, versioned templates, QA/UAT governance, credential hygiene, and go-live tracking; increased throughput 10× and reduced average delivery to two weeks.
ENTERPRISE AI READINESS & INVESTMENT STRATEGY	Developed a ThinkFWD executive diagnostic assessing operational baseline, technology infrastructure, process maturity, use-case value, and strategic alignment before vendor selection.

PROFESSIONAL EXPERIENCE

IntelPeer | Sr. AI Solutions Designer / Product Owner, Healthcare AI

Jul 2025 - Present

- Direct product strategy and end-to-end delivery for 10 concurrent enterprise healthcare AI implementations, owning discovery, roadmap tradeoffs, requirements, sprint alignment, production launch, and post-launch optimization.
- Re-engineered appointment-management IVAs using ANI lookups, live EHR/PMS data, personalized caller paths, DOB verification, escalation triggers, and after-hours routing to reduce friction and improve task completion.
- Convert clinical and operational workflows into PRDs, user stories, acceptance criteria, functional specifications, Level 3 data-flow diagrams, UAT plans, implementation changelogs, and executive dashboards.
- Map OpenAPI/Swagger specifications across seven EHR/PMS platforms - athenahealth, ModMed, Denticon, Dentrux, Open Dental, Raintree, and Axiom - surfacing undocumented API gaps before they become delivery risk.
- Embed HIPAA-aware PII handling, OWASP Top 10 discipline, credential hygiene, and security/compliance sign-off into solution design and release planning.
- Created a repeatable methodology and template system that increased design throughput 10×, cut delivery cycles 50% to two weeks, and standardized quality across concurrent deployments.
- Define KPI frameworks for activation, task completion, escalations, time-to-go-live, and hypercare; present roadmaps, demos, dashboards, and tradeoff recommendations to C-suite stakeholders.

BlueTree Technology | AI Solutions Designer / Conversational AI Strategist

Jun 2021 - Mar 2025

- Designed and shipped LLM-powered conversational AI products across healthcare, SaaS, and technology, owning architecture, prompt design, requirements, and delivery from discovery to production.
- Built structured prompt libraries, dual-purpose knowledge bases, and AI-integrated runbooks that improved chatbot accuracy, reduced support escalations, and enabled non-technical teams to adjust behavior without engineering dependency.
- Authored PRDs and translated stakeholder needs into prioritized user stories and acceptance criteria; partnered with UX, engineering, and data science on A/B prompt testing and continuous feedback loops.
- Advised executive stakeholders on AI adoption strategy, product positioning, and go-to-market direction across healthcare and technology accounts.

SolomonBell Consulting | Founding Principal / Strategy ConsultantDec 2014 - Mar 2021

- Built and led a management consulting practice across 45 enterprise engagements in SaaS, healthcare, biotech, and logistics, advising executive leadership on product strategy, operations, market expansion, and growth transformation.
- Diagnosed product, go-to-market, and operational constraints through stakeholder interviews, funnel mapping, product-market-fit analysis, competitive positioning, and value-proposition redesign.
- Managed up to \$30M in client budgets; delivered 47% lead-generation growth and captured \$5M in account-based marketing-driven new business within six months across retained accounts.
- Embedded as Interim VP at Rubix LS, leading gap assessments, operational restructuring, and FDA compliance oversight as a decision-making partner to executive leadership.

EARLIER LEADERSHIP

CyrusOne | Marketing Manager | 2011 - 2014 - Led brand strategy and channel-marketing launch for a global data-center company serving 185+ Fortune 1000 organizations; supported market entry across seven new markets.

WhoRYou Marketing | Digital Media Manager | 2008 - 2011 - Led creative direction, account management, and performance campaign optimization across multiple verticals.

SELECTED CLIENT ENVIRONMENTS Southern Company · Georgia Power · Hitachi · Cardinal Logistics · Indeed · Upwork · NEOM

EXECUTIVE FRAMEWORKS, ARTIFACTS & THOUGHT LEADERSHIP

FRAMEWORKS & DECISION SYSTEMS Enterprise AI Readiness Assessment · Strategy Before Stack · AI Investment Memo · Enterprise AI Implementation Operating System · Appointment Management IVA Operating Framework	EXECUTION ARTIFACTS PRDs · User stories & acceptance criteria · Level 3 data-flow diagrams · API maps · Governance models · QA/UAT frameworks · Launch-readiness plans · Hypercare dashboards
PUBLICATIONS Five Gaps That Stall Every AI Project · AI Readiness Theater · The AI Agent Trap	EXECUTIVE VALUE Translate ambiguity · Align stakeholders · Reduce failure risk · Operationalize AI · Scale delivery · Optimize post-launch

SELECTED PUBLIC PORTFOLIO

Enterprise AI Readiness Assessment Executive diagnostic · operational readiness · strategy before stack	AI Investment Memo Investment thesis · ROI · risk · adoption
Level 3 Data-Flow Diagram API mapping · security review · integration risk	Appointment Management IVA Framework Workflow orchestration · verification · escalation
STRATEGY BEFORE STACK Assess the operating model, workflow, data, governance, and executive mandate before technology decisions harden.	

WHY COMPANIES BRING ME IN

TRANSLATE AMBIGUITY Turn vague AI ambition into clear requirements, workflows, and execution plans.	ALIGN STAKEHOLDERS Connect executives, operations, engineering, compliance, and customer experience.	REDUCE FAILURE RISK Surface readiness gaps before they become budget-draining implementation problems.
OPERATIONALIZE AI Design systems around real workflows, data constraints, exceptions, and human behavior.	SCALE DELIVERY Create repeatable operating systems for implementation governance and rollout.	OPTIMIZE POST-LAUNCH Build feedback loops that improve adoption, performance, and business impact.

CORE CAPABILITIES & TECHNICAL FLUENCY

Enterprise AI transformation · Executive discovery · AI readiness · Product strategy & ownership · Workflow transformation · Conversational and voice AI · Implementation governance · AI governance · QA/UAT · Production readiness · Hypercare · Change enablement · Executive stakeholder leadership

Systems & tools: OpenAPI/Swagger · Jira · Confluence · Lucidchart · TestRail · GitLab / CI/CD · ChatGPT · Claude · Gemini · Microsoft Copilot · ElevenLabs · HubSpot · Salesforce

EDUCATION & LANGUAGES

B.A., Communication & Mass Media, University of Houston | English: Fluent | Spanish: Fluent