

Challenge

The organization was exploring generative AI as a way to scale executive thought leadership and marketing content. Early pilots showed promise, but output quality became increasingly inconsistent as workflows grew more complex. Teams lacked the frameworks needed to diagnose why the system was succeeding or failing, making meaningful improvement difficult.

My Role

Assessed AI system behavior, identified recurring failure patterns, and designed the governance structures, operating model, and evaluation frameworks needed to support responsible adoption at enterprise scale. Worked across content strategy, brand, and AI systems to distinguish between technical limitations, content quality issues, and architectural problems within the workflow itself.

Key Contributions

- Developed evaluation frameworks for multiple AI behavioral failure modes, including context saturation, instruction hierarchy conflicts, hallucination under differentiation pressure, learning-loop degradation, and update instability.
- Designed governance structures, prompt architecture standards, validation pathways, and risk controls for high-stakes executive content.
- Built learning systems that captured real-world usage patterns and translated them into improvements across prompts, guidance, workflows, and team practices.
- Created onboarding materials, operating procedures, and practical playbooks enabling marketing teams to work effectively with AI-assisted content systems.
- Delivered a comprehensive leadership assessment documenting system behavior, realistic ROI expectations, constraints, risks, and optimization opportunities.

Outcome

Transformed a promising but unstable pilot into a governed operational framework. Leadership gained a realistic understanding of both the opportunities and limitations of generative AI, while teams gained the tools, processes, and mental models needed to improve quality and operate AI-assisted workflows responsibly at scale.