Colin M. Budd

Creative x Innovative Lead Specializing in AI Growth and GTM Strategy

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EDUCATION

Cornell University   Aug 2011 – May 2016

Information Science | B.A.
Focus: Human-Centered Systems, Social Systems, Emerging Technology

Fine Arts | B.F.A.
Focus: Digital + Hybrid Media, 3D, Interactive + Immersive Media

KEY SKILLS

Strategic + Business Leadership
• Building + Scaling Programs of Innovation • Applied AI Strategy • GTM Development • Stakeholder + Executive Management • Business Development • Project Management • Executive Presentations

Creative + Design
• Creative Direction • UX Research + Design • Storytelling + Visual Narrative • Low/No Code Prototyping

Methodologies + Frameworks
• Design Thinking • Lean Startup • Agile • Service Design • Servant Leadership

EXPERIENCE

Principal Industry Advisor + AI Program Lead | WWRCG | Microsoft   Jun 2021 – Present

- **AI Program Lead + SME:** Orchestrate the global development and scaling of go-to-market strategies for AI innovation spanning use case identification, CoEs creation, enablement, and beyond. Lead multiple teams to create innovation programs and materials in use by field members worldwide.
- **Executive Industry Advisor:** Lead end-to-end advisory engagements from opportunity identification and envisioning through signature with C-suite executives at Microsoft's most strategic Retail and Luxury Brand accounts, unlocking and driving multi-hundred million dollar annual revenue growth.
- **Creative + Communications Strategist:** Design and oversee development of scalable marketing assets and communications to amplify brand narratives, elevate audience engagement, and grow pipeline – ranging from sizzle videos to event activations and beyond.

Business Lead + Global Design Strategist | Garage | IBM   Oct 2017 – Jun 2021

- Grew strategic accounts and won new-logo deals through targeted origination and co-investments.

UX Designer + Strategist | Cognitive Systems | IBM   Jun 2017 – Oct 2017

- 0-to-1 designer and researcher of next-gen solutions for IBM's AI-focused servers.

Product Designer, Mobile + AI | Collaboration Solutions | IBM   Jul 2016 – Jun 2017

- Led design for IBM's signature email and calendaring platform, Verse, on Android.

SELECT PATENTS + PROJECTS

Adaptive Synchronization With Live Media Stream   2020
AI/ML | US Patent 10805651B2

Dynamic Modification of Displayed Elements of Obstructed Region   2019
AI + HCI | US Patent 10509563B2

IBM Learning Credential Network   2019
Led design of Blockchain credentialling platform supporting White House labor initiates in cybersecurity.
Highlighted by IBM's former CEO Ginni Rometty as key response to aid displaced workforce during pandemic.