JESSICA FERRELL, MBA

EXECUTIVE AI & PRODUCT TRANSFORMATION LEADER

Portland, OR | jessicadeniseferrell@gmail.com | (214) 926-3210 | jessicaferrell.com | linkedin.com/in/jessicaferrell

EXECUTIVE PROFILE

Product-minded AI transformation leader who turns complex business priorities into scalable products, workflows, and operating models. Leads business-unit strategy, enterprise AI transformation, go-to-market development, and cross-functional delivery from use-case prioritization through production and adoption. Trusted by executives, engineers, product teams, alliance partners, and frontline leaders to translate ambiguity into focused roadmaps, measurable outcomes, and durable organizational capability.

CORE EXPERTISE

AI & Product Strategy • Enterprise AI Transformation • Product Roadmaps & Prioritization • Workflow Automation • Business Unit Leadership • Go-to-Market & Offering Development • Executive Advisory • Cross-Functional Product Delivery • AI Adoption & Change • Operating Models • Ecosystem & Alliance Leadership • Responsible AI & Governance

PROFESSIONAL EXPERIENCE

Global OpenAI Business Unit Director | 2026-Present

Slalom | Global

- Lead Slalom's global OpenAI business across partnership strategy, go-to-market, solution development, and delivery, translating rapidly evolving capabilities into measurable commercial outcomes.
- Influenced $25M+ in pipeline across 15+ strategic enterprise pursuits, shaping account strategy, executive conversations, solution positioning, and pursuit execution.
- Activated 400+ sellers across 27 North American markets through the plays, messaging, enablement, and community needed to convert OpenAI capabilities into customer opportunities.
- Launched three differentiated OpenAI offerings, turning emerging capabilities into repeatable enterprise solutions and go-to-market motions.
- Lead and develop five Partner Solution Leads, aligning technical expertise, industry context, sales strategy, and client needs; advise UK&I and Australia/New Zealand leaders on go-to-market strategy and scalable operating models.
- Build executive relationships across OpenAI and the broader ecosystem and advise enterprise leaders on moving from AI experimentation to scaled transformation across workflows, operating models, workforce readiness, and measurable business value.

Senior Director, AI Transformation | 2025-2026

Code and Theory | Global

- Led enterprise transformation at the intersection of creativity, technology, product, and AI, helping clients unlock value from Adobe AI investments through human-centered strategy and workflow redesign.
- Shaped client-facing AI product roadmaps and prioritized high-impact use cases that improved personalization, scale, and creative operations.
- Led forward-deployed engineers and product managers from discovery and requirements through pilot, production-grade deployment, enablement, and iteration.
- Defined responsible AI approaches spanning data governance, MLOps, measurement, and operating practices for resilient adoption.

PROFESSIONAL EXPERIENCE CONTINUED

AI Transformation Strategist | 2024-2025

Slalom | Global

- Co-led go-to-market and sales enablement for Slalom's OpenAI partnership; designed a four-part ChatGPT learning series for approximately 250 sellers grounded in daily work and active pursuits.
- Co-developed the initial OpenAI Enablement & Delivery Playbook for ChatGPT Enterprise, coaching executives on strategic value, integration, and the mindset shifts required to scale adoption; the playbook was later deployed with enterprise clients including Norwegian Cruise Line and Tractor Supply.
- Designed AI learning journeys and grew Slalom's Global AI Community of Practice across 17+ markets and 6+ technology partners, accelerating adoption and reusable knowledge.
- Coached a seven-person clinical-research executive team, including the CEO, CCO, CMO, and CFO, through four alignment workshops and 12+ one-to-one sessions; supported an approximately 50% increase in adoption across shared workflows and built a custom Board of Directors Agent for a business-priority presentation.
- Served as OpenAI subject-matter expert for Vor Bio's ChatGPT enablement program, coaching frontline supervisors and hosting practical office hours for 25 leaders.
- Built and demonstrated a profile-based retail recommendation application using Codex, OpenAI Voice, and a Snowflake MCP server; connected loyalty, product SKU, and shopping-history data, iterated from client feedback, and showcased the solution in a customer webinar.

Principal Consultant, Account Leadership | 2020-2024

Slalom | Portland, OR

- Led global GitHub Copilot adoption across 5,000+ licenses and 150 champions for a semiconductor company, creating scalable enablement across four time zones.
- Translated an AI quality-assurance tool into a persona-based field enablement system for a $120M utility transformation, aligning frontline training and supervisor coaching to operational workflows.
- Co-designed and scaled a leadership and team-development program for Nike AIR Manufacturing Innovation, supporting 1,500+ employees globally and embedding a long-term talent and culture strategy.

Brand Marketing Manager | 2017-2019

Bolt Threads | Portland, OR

- Directed go-to-market strategy for four product drops, led collaborations with Stella McCartney and Best Made Co., and grew Instagram from zero to 11K in 18 months.

TEACHING & ADVISORY LEADERSHIP

Adjunct Professor & AI Executive Education Advisor | 2021-Present

Portland State University School of Business; Linfield University | Portland, OR

- Teach MBA and executive programs in AI strategy, consulting, customer experience, and transformation; design applied courses and workshops that make complex technology practical for leaders.

EDUCATION

Master of Business Administration (MBA), Portland State University School of Business | Bachelor of Arts, Philosophy & Sociology, Lake Forest College

CREDENTIALS

OpenAI: Codex Practitioner; Presence Agents; ChatGPT Enterprise Deployment • Slalom: AI Coaching badge; Coaching Mentor

ADDITIONAL EXPERIENCE

Logistics Manager, Greece 2012
WOOF Volunteer, Porte Dei Parche, Italy