

JOSEPH MORTIERE, MBA

AI Product Leader | Generative AI & LLM Workflows | Agent Ecosystems | Digital Transformation

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PROFESSIONAL SUMMARY

AI-first product leader with a proven record of translating emerging technologies into scalable platforms, LLM-powered workflows, and measurable business outcomes. Builds and mentors high-performing teams of product managers and AI builders — delivering generative AI enablement, agent-based ecosystems, and lean experimentation across enterprise operations, customer engagement, and advisor productivity.

PROFESSIONAL EXPERIENCE

Manager, AI Product **OneDigital** | Remote

June 2024 – Present

- Lead a cross-functional team of PMs and AI builders; own strategy and delivery for MyOneDigital, an AI-enabled Salesforce Experience Cloud platform serving 2,000+ enterprise clients.
- Architect and operationalize AI agent and coworker ecosystems leveraging LLM workflows to automate complex advisor and client-facing processes.
- Direct development of an AI-powered financial planning coworker delivering 2–3x advisor productivity gains across the Wealth organization.
- Champion AI-first product development practices and advise executive leadership on AI investment priorities, translating emerging technology into strategic business outcomes.
- Partner across product, engineering, and operations to establish scalable AI delivery frameworks — from ideation and rapid prototyping through to production deployment.

Senior Sales Enablement PM **Huntington National Bank** | Remote

June 2022 – June 2024

- Spearheaded enterprise sales enablement and digital transformation — CRM optimization, workflow modernization, and lead generation strategy — for a 3,000+ user commercial banking organization.
- Delivered \$2M+ in operational cost savings through platform consolidation, workflow optimization, and measurable gains in sales productivity.
- Transformed a consultant-built lead generation platform into a scalable internal Salesforce product, improving pipeline visibility and execution across the sales organization.
- Redesigned commercial banking workflows in partnership with sales leadership and operations, driving measurable improvements in usability, pipeline visibility, and deal execution.

Digital Sales Product Manager **Thomson Reuters** | Ann Arbor, MI

November 2019 – June 2022

- Led digital commerce strategy for Tax & Accounting — launched self-serve try-and-buy experiences and pricing experiments generating \$500K+ in online transactions.
- Drove conversion optimization through rapid experimentation and analytics, partnering across product, sales, marketing, and CRM to modernize the end-to-end customer acquisition journey.

Advanced Engineering Product Manager **Ford Motor Company** | Dearborn, MI

January 2018 – November 2019

- Led development of connected vehicle and fleet management capabilities within Ford Commercial Solutions, delivering 10+ enterprise APIs supporting telematics, remote vehicle functionality, diagnostics, and fleet operations.
- Commercialized connected vehicle technologies across 10,000+ vehicles, contributing to a projected platform valuation exceeding \$10M and enabling integrations across Ford's commercial fleet ecosystem.

Supply Chain Systems Product Manager [Ford Motor Company](#) | Dearborn, MI

January 2017 – January 2018

- Led enterprise supply chain modernization focused on vehicle tracking, logistics visibility, and operational efficiency — delivering workflow and systems improvements contributing to ~\$150M in cost savings across Ford's global operations.
- Managed agile delivery processes, stakeholder coordination, and enterprise modernization initiatives across a complex, multi-team program environment.

SAP Warehouse Management Business Analyst [Ford Motor Company](#) | Dearborn, MI

March 2015 – December 2016

- Supported enterprise SAP Warehouse Management implementations across Ford's North American parts distribution network, focused on operational modernization and business process optimization.
- Drove testing automation and enterprise system deployment initiatives, improving operational accuracy and accelerating go-live timelines across distribution facilities.

CORE SKILLS

AI & Strategy	AI Product Strategy · Generative AI · LLM Workflows & Agents · AI Enablement · Rapid Prototyping · Workflow Automation · Experimentation & MVP Development
Product	Cross-Functional Leadership · Product Strategy · Digital Transformation · Roadmap Management · Agile · Stakeholder Alignment · OKRs & KPI Reporting
Platforms	Salesforce Ecosystem · APIs & Platform Products · CRM Optimization · Enterprise Systems · Analytics · Operational Scalability

EDUCATION

MBA — [Wayne State University](#), Information Systems Management & Global Supply Chain

BBA — [University of Michigan-Dearborn](#), Information Technology Management

Digital Transformation Certification — [Cornell University](#)

ADDITIONAL

Adjunct Professor — Management Information Systems [Nova Southeastern University](#) |

Current

Instruct graduate and undergraduate students in Management Information Systems — covering enterprise systems, digital transformation, data-driven decision-making, and AI concepts. Focused on preparing students for modern careers at the intersection of business and technology.

Executive Board Member & Co-Founder [Tailgate Connect, LLC](#) |

Current

Co-founded Tailgate Connect, a digital marketplace connecting fans with premium tailgate experiences at sports and live events. Rebuilt the platform on an AI-first technology stack — focused on rapid development, automation, scalability, and UX. Guide product strategy, platform growth, and digital operations at the board level.

Co-Chairman, Volunteer Transportation Committee [Rocket Mortgage Classic \(PGA TOUR\)](#) |

Annual

Lead volunteer transportation operations for one of the PGA TOUR's premier events — coordinating logistics and transportation workflows for tournament volunteers and operational staff throughout tournament week.

Interactive AI Portfolio

Scan to explore my digital resume — powered by AI. Ask questions about my experience, skills, and approach to AI product leadership.

jrmortiere.com

