Joshua Paolini

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Executive Summary

A leader with 15 years experience transforming organizations with technology, including artificial intelligence, to drive business outcomes. Josh has worked across industries in the Fortune 1,000 to develop strategy, people, processes, and deploy new technology. This work culminated in launching a tech startup that uses AI to help companies conduct large-scale organizational analysis.

Highlights

- Consulted over 80 clients, including British Airways, United Healthcare, and Grainger, on leveraging and deploying new technology, including artificial intelligence, to deliver better customer experiences.
- Developed Adobe's global training programs for the business application of advanced technology.
- Lead Analytics Group at a digital agency, advising companies on data science and digital transformation.

Professional Experience

Per4m.AI, Chicago IL
Founder and CEO   08/2022-Present

Per4m.AI is an artificial intelligence platform designed to help companies conduct large-scale organizational analysis and better enable their workforce.
- Led product and go-to-market development from concept to deployment with initial customers.

Adobe Inc, San Jose CA (remote)
Strategy and Marketing Manager   08/2020-08/2022

Drove adoption of Adobe technology in enterprise customers by creating new offerings from initial research and design to go-to-market and launch.
- Designed and launched Enterprise Support Services for $2.6B Document Cloud Business.
- Developed courses, training programs, and enablement materials for Adobe's global sales teams.

Adobe Inc, San Jose CA (remote)
Digital Performance Strategy Team Lead   03/2016-08/2020

Created strategy consulting team from the ground up to lead digital transformation initiatives at Adobe's enterprise customers.
- Led implementation of machine learning and artificial intelligence solutions for Fortune 500 customers.
- Partnered with senior leadership to establish digital transformation programs including business application of technologies, implementation, and adoption.
- Created curriculum and implemented global training program for Adobe Consulting Services.

Rise Interactive, Chicago IL
Director of Analytics   **08/2015-02/2016**

Grew Analytics Group at a digital agency from a cost center to a driver of over $4M in annual revenue. Customers included ULTA, Conagra Foods, and Allstate.
  - Led a team of 14 responsible for delivering projects across several business units, including customer experience design, data science, and SaaS implementation.

Rise Interactive, Chicago IL
Associate Director of Analytics   **01/2014-07/2015**

Led team responsible for marketing analytics and data science across 40 clients.

Rise Interactive, Chicago IL
Analytics Manager   **01/2012-12/2013**

Rise Interactive, Chicago IL
Senior Consultant   **05/2011-12/2011**

Maximus, Chicago IL
Consultant   **01/2006-04/2011**

Education

Certificate: AI Applications for Growth, 2022
Northwestern University Kellogg School of Management, Evanston IL

Master of Business Administration, 2021
Northwestern University Kellogg School of Management, Evanston IL

BBA Marketing, 2005
Northwood University, Midland MI

Skills

- Digital Transformation
- Analytics
- Digital Marketing

- Digital Strategy
- Artificial Intelligence
- Remote Learning