

Ed Wiley, PhD

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Enterprise AI Transformation Executive | SVP / CTO / Chief Data & AI Leader

Senior executive specializing in enterprise AI transformation, most often engaged when organizations are committing to AI and data as a strategic priority and need guidance on where to invest, how to organize, and how to scale—or when significant prior investment has not translated into governed capabilities embedded in business operations.

Partners with CEOs and C-suite leaders to define where AI should be applied, establish governance and operating models, and embed AI into products and core business processes. Bridges strategy and execution to ensure AI initiatives translate into measurable outcomes in margin, cost efficiency, and operational performance.

Combines McKinsey strategy experience with Stanford PhD-level technical depth to help enterprises convert AI investment into governed capabilities, scaled adoption, and measurable business value.

Selected Enterprise Impact:

\$150M+ projected margin opportunity | >\$7M cost takeout | ~10–15% GenAI cost reduction opportunity | >\$8M cost takeout | >96% faster DEA lead identification

PROFESSIONAL EXPERIENCE

DELAWARE NORTH, Buffalo, NY

2024 – 2025

Senior Vice President, Data & Analytics

Recruited to assess and lead turnaround of a stalled 75-person enterprise data and AI function within a \$4.5B global hospitality and entertainment company, where significant prior investment had failed to translate into adoption or business impact. Stepped into a complex leadership environment, assuming responsibility for existing teams and senior leaders while driving alignment across product, operations, and the executive team.

- **Redesigned operating model, governance, and use case prioritization**, aligning AI initiatives to core business objectives and enabling adoption across business units
- **Unified fragmented data, analytics, and AI teams**, establishing clear ownership while integrating existing leaders and capabilities into a cohesive structure
- **Led organizational realignment and stakeholder adoption**, partnering with business unit leaders and functional executives to embed AI into operations
- **Delivered first production AI solutions in key operational areas**, including labor optimization, driving ~4% reduction in hourly labor costs
- **Accelerated delivery timelines by ~5x**, enabling faster deployment of business-critical capabilities
- **Delivered >\$7M cost takeout** across labor, platform, and engineering operations

ED WILEY VENTURES, LLC, Boulder, CO

Since 2008

Founder and Principal

Advise CxO leaders at \$1B–\$10B+ enterprises on enterprise AI and GenAI transformation, typically when AI and data have become strategic priorities but leaders need help defining the roadmap, operating model, governance, and use cases—or when prior technical investment has not translated into adoption or business impact. Focus on operating model design, governance, use case prioritization, and integration of AI into products and core business functions. Recent engagements include:

- **For large-cap financial services firm:** Led enterprise GenAI strategy and value capture, aligning Product and Engineering on prioritized initiatives and identifying significant cost reduction opportunities (~10–15%)
- **For large-scale information services company:** Advised on enterprise AI transformation, realigning platform, talent, and operating model to enable scalable deployment and adoption
- **For global online retailer:** Developed enterprise GenAI strategy, defining cross-functional use cases and roadmap to support enterprise rollout and adoption
- **For >\$6B apparel retailer:** Led AI and data transformation, addressing fragmented teams and over-engineered systems to enable adoption and drive revenue growth
- **For >\$4B CPG company:** Realigned BI and analytics strategy to business priorities, improving decision-making and organizational effectiveness
- **For national telecommunications provider:** Defined ML strategy and execution roadmap, prioritizing high-value use cases to drive measurable business impact

OP SIS HEALTH, INC., Golden, CO

2021 – 2023

Chief Technology Officer (2021–2023)

Recruited to stabilize and rebuild a failed AI product and engineering effort following two years of stalled development and significant capital inefficiency. Led end-to-end turnaround that delivered a production-ready platform, organization, and first commercial product within months.

- **Rebuilt engineering and AI organization**, recruiting and leading 40 ML engineers, data scientists, and software engineers while establishing clear accountability and execution discipline
- **Re-architected platform to cloud-native microservices**, enabling scalability, speed, and cost efficiency
- **Eliminated >\$8M annual spend** by replacing ineffective vendors with preferred high-performing partners
- **Led cross-functional delivery to launch first product in <4 months**, aligning engineering, product, and business teams to bring consumer app to market across iOS and Android

ENVEDA BIOSCIENCES, San Francisco, CA

2020 – 2021

Chief Technology Officer

Recruited to lead technology strategy for a seed-stage biotech, aligning platform, AI capabilities, and engineering execution to support drug discovery and enable capital formation.

- **Co-led oversubscribed seed round**, strengthening technical credibility with investors and aligning platform strategy to funding objectives
- **Rebuilt platform and engineering model**, positioning company for Series A scale and execution
- **Built ML infrastructure for drug discovery**, enabling AI-driven candidate identification across the research pipeline

NURX, San Francisco, CA

2019 – 2020

Vice President, Data & Machine Learning

Led enterprise adoption of machine learning to scale operations and improve patient experience at a high-growth, VC-backed digital health company (>250k patients).

- **Member of senior leadership team**, shaping product and AI strategy during rapid growth
- **Built and led ML and data science teams**, scaling capability to support enterprise initiatives
- **Built production ML infrastructure** for Rx optimization and automated patient routing
- **Reduced patient response times 60%** through ML-driven workflow automation

PENLINK, LTD., Boulder, CO

2016 – 2019

Chief Innovation Officer (2017–2019); Chief Data Scientist (2016–2017)

Led enterprise AI and platform transformation for software provider serving DEA, HSI, and U.S. Marshals.

- **Launched first SaaS product (NetViz)** in <6 months; scaled to 200+ agency users in year one
- **Delivered ML analytics platform for DEA**, reducing lead identification time >96%

SEARS HOLDINGS, INC., Chicago, IL

2015 – 2016

Chief Data Scientist, Pricing & Promotions

Led enterprise pricing transformation to capture \$100M+ margin opportunity through AI-driven pricing and promotions; partnered with CEO and business leaders to drive adoption.

- **Built and scaled data science team** (41 FTE/contractors) from top-tier institutions
- **Developed ML-based price optimization engine**, delivering +2–6% margin gains
- **Projected >\$150M margin impact** from enterprise rollout

SEAGATE TECHNOLOGY, INC., Longmont, CO

2013 – 2015

Head of Big Data Analytics

Built and led Seagate's first big data and advanced analytics function as new strategic enterprise capability.

- **Reduced waste in HPC cluster memory allocation by >80%** through big data analytics (Spark; Cassandra)

UNIVERSITY OF COLORADO, Boulder, CO

2004 – 2011

Chair & Assistant Professor, Research and Evaluation Methodology (2004–2011)

Chaired doctoral program in advanced statistics and research methods (6 faculty; 30 PhD students).

MCKINSEY & COMPANY, INC., San Francisco, CA

2001 – 2004

Senior Strategy Associate

Advised senior executives on strategy and operations across multiple industries.

- **Recognized firm expert** in hedge funds, venture capital, and private equity

EDUCATION & CREDENTIALS

STANFORD UNIVERSITY, Stanford, CA

Ph.D. Statistics & Psychological Studies (emphasis: Machine Learning)

M.S. Statistics

UNIVERSITY OF NEBRASKA, Lincoln, NE

M.A. Quantitative and Qualitative Methods (with honors)

B.A. Mathematics, with honors (Minors: English; Psychology)