

# BRANDON MICCI

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Head of AI Strategy & Business Transformation | Enterprise AI • Digital Transformation • Data Strategy

## EXECUTIVE SUMMARY

Senior AI Strategy & Business Transformation Executive with 17+ years architecting enterprise-wide AI initiatives and driving digital transformation across Fortune 500 financial services, consulting, and technology organizations. Proven track record delivering \$400M+ in quantifiable business impact through AI/ML strategy, LLM deployment, and operating model redesign. Expert in building AI Centers of Excellence from the ground up, scaling emerging technology practices from zero to \$30M+ P&L, and securing C-suite sponsorship for transformational initiatives. Deep expertise translating Generative AI, Agentic AI, and Responsible AI frameworks into measurable operational efficiency, revenue growth, and business outcomes.

## KEY ACHIEVEMENTS

- ▶ \$22M+ annualized savings via AI-led transformation
- ▶ \$400MM 10-year deal for digital transformation & AI
- ▶ 27,000+ users on enterprise LLM/RAG platform
- ▶ \$30M P&L for AI/IoT practice (Capgemini)
- ▶ 30,000+ Tableau users scaled from zero
- ▶ 250% ROI on IoT pilot; scaled to \$20M+ annual

## CORE COMPETENCIES

AI/ML & LLM Strategy  
Generative AI & RAG  
Business Transformation  
AI Governance & Ethics

P&L Management (\$30M+)  
Operating Model Design  
Center of Excellence  
C-Suite Advisory

Digital Transformation  
Data Strategy & Analytics  
Change Management  
Team Building (50+ FTEs)

## PROFESSIONAL EXPERIENCE

### J.P. Morgan Chase — Dallas, TX

Feb 2024 – Present

#### Head of AI Strategy & Business Transformation

Lead AI strategy and business transformation across JPMorgan Payments Operations, spanning Client Service, Onboarding, Merchant Services, and call center operations. Own end-to-end AI product delivery, \$15M+ P&L, governance, and enterprise scaling.

- Delivered \$22M+ annualized savings through LLM-powered workflow automation, intelligent routing, and accelerated knowledge retrieval
- Architected multi-repository RAG system spanning 12+ knowledge sources, scaling enterprise LLM platform to 27,000+ employees
- Deployed 30+ AI/ML use cases spanning LLM/RAG assistants, call transcription and sentiment analysis, automated analytics, and end-to-end workflow automation
- Established Payments AI Center of Excellence with governance frameworks and Responsible AI standards; presented multi-year roadmap to CIO, COO, and Executive Committee
- Built AI governance and model risk management standards ensuring regulatory compliance across 30+ AI/ML use cases

### Capgemini — Dallas, TX

Jan 2022 – Feb 2024

#### Senior Director, Head of AI/IoT & Emerging Technology Practice

Directed AI and emerging technology commercialization across Intelligent Industry portfolio. Built and scaled new practice focused on digital transformation and real-time AI analytics for Fortune 50 clients.

- Owned \$30M P&L for AI/IoT practice, leading 30+ architects, data scientists, and product leaders across pricing, margin optimization, and revenue targets
- Drove \$9.8M in new revenue through GTM execution and solution commercialization, achieving 34% market penetration in new insurance technology vertical
- Architected AI-driven telematics and risk platforms for Fortune 50 insurers, delivering loss mitigation improvements through real-time predictive analytics
- Launched Industry 4.0 IoT Platform connecting 1,000+ devices across telematics, smart buildings, wearables, and industrial equipment with unified AI analytics
- Grew AI/IoT practice from zero to \$30M P&L within 18 months through strategic hiring, solution development, and market positioning

### Ernst & Young (EY) — Dallas, TX

Feb 2021 – Jan 2022

#### Senior Manager, AI/ML Forensic Analytics & Technology

Scaled AI/ML & Data Science strategy within Forensics Practice. Regional Leader and SME advising engagements across Financial Services, Life Sciences, and Energy sectors.

- Led \$400MM 10-year digital transformation engagement with Top-5 national health insurer — designed phased roadmap from legacy modernization through enterprise data platform to AI/ML-powered fraud analytics on a unified, AI-ready foundation
- Championed Analytics-as-a-Service platform enhancements and go-to-market strategy, contributing to \$25MM+ in annual recurring revenue
- Led talent development initiatives scaling AI/ML capabilities regionally and establishing forensic analytics Center of Excellence

- Pioneered ESG analytics prototype for Fortune 50 Oil & Gas, driving \$6M+ in new revenue; led DOJ/FCPA compliance monitoring for healthcare client

### **Southwest Airlines — Dallas, TX**

*Feb 2019 – Dec 2020*

#### **Head of Digital Innovation & IoT (Promoted Aug 2019 – Dec 2020)**

Promoted to newly created role reporting directly to CIO. Built and led Digital Innovation & IoT organization driving digital transformation across critical airline operations. Managed \$25M annual technology budget and cross-functional team of 20+.

- Pioneered IoT Fuel Savings initiative delivering 250% ROI in 6 months; scaled to 20 stations generating \$20M+ annual savings
- Led comprehensive IoT transformation across 3 Fuel Farms, 7 Baggage Handling Systems, and 8 De-Icing Stations on AWS-based platform
- Developed multi-year technology roadmap for IoT and digital innovation, aligning emerging technologies with operational needs and CIO priorities
- Negotiated \$800K in annual vendor cost reductions during COVID-19 while maintaining service levels and operational continuity

#### **Manager, Data Enablement & Analytics COE (Feb 2019 – Aug 2019)**

Built and led Southwest's first Data Enablement & Analytics Center of Excellence, driving adoption of modern analytics platforms and establishing data-driven culture across the organization.

- Drove change management across 2,500+ users, evangelizing data-driven culture and establishing analytics best practices that increased Tableau/Alteryx adoption by 40%
- Architected Tier 1 Production Data Environment achieving 100% availability and disaster recovery for critical real-time operations, implementing secure data isolation and access controls
- Architected enterprise data modernization roadmap transitioning legacy Teradata on-premise warehouse to Snowflake/AWS cloud platform, establishing foundation for scalable self-service analytics

### **Citigroup — Irving, TX**

*Nov 2017 – Feb 2019*

#### **Vice President, Global Infrastructure Transformation**

Led global infrastructure transformation and service quality programs across LATAM, NAM, EMEA, and APAC, matrixed across global CTOs while indirectly managing 500+ engineers worldwide. Drove platform modernization, cloud acceleration, and DevOps transformation across mission-critical banking systems.

- Architected global telemetry platform and service improvement program eliminating weekly Sev1 outages, accelerating cloud adoption by 200%, achieving 98% uptime worldwide
- Built event-based marketing engine leveraging Hadoop/Cloudera reaching 10M+ customers through data-driven targeted campaigns
- Led organizational change management for DevOps transformation across 500+ engineers, establishing enterprise-standard CI/CD practices
- Implemented real-time telemetry platform using AppDynamics and Splunk, enabling proactive incident management and reducing mean-time-to-resolution globally

### **Capital One — Richmond / Plano**

*Jan 2015 – Nov 2017*

#### **Manager, Big Data & Analytics COE (Promoted to Manager 2016) / Enterprise Risk Analytics Leader (2015)**

Established and led Capital One's Tableau & Big Data Center of Excellence. Built Risk & Analytics organization for Auto Finance & Home Loans. Defined enterprise data strategy and analytics operating model adopted across multiple business lines.

- Built the largest evangelical Tableau community globally, scaling adoption from zero to 30,000+ enterprise users
- Appointed to architect executive mobile dashboards for CEO Rich Fairbank, delivering top-of-house BI for strategic decision-making
- Led enterprise-wide platform rationalization, decommissioning 2,000+ legacy dashboards and reports, delivering \$8M annual savings
- Led team of 10 Data Engineers/Analysts delivering 15+ enterprise risk dashboards, significantly improving delivery velocity
- Pioneered NLP/OCR automation scanning official regulatory changes from government sources, auto-generating compliance testing scripts and increasing control coverage by 80%

#### **Earlier Experience 2009 – 2015**

Booz Allen — Senior Consultant, Lead Data Analyst | PwC — Global Operations & Strategy Associate

- Pioneered Tableau Enterprise deployments at both firms, establishing analytics infrastructure for fraud detection, compliance, and C-suite reporting
- Architected predictive analytics platform using ML, increasing fraud detection anomalies by 150% at Booz Allen
- Delivered strategic insights to CFO and COO at PwC, preparing Quarterly Operations Reviews for Chairman and CFO of Advisory
- Established steering committee at Booz Allen to govern new system implementation, formalizing continuous reporting framework for compliance management
- Developed Business Transformation Plan at PwC integrating Big Data analytics to achieve operational performance gains across Global Delivery Model

## **EDUCATION**

Bachelor of Arts, Business Administration — The George Washington University, School of Business, Washington, D.C.