BRIAN BAY

AI STRATEGY & TRANSFORMATION LEADER | GOVERNANCE, ENABLEMENT & CROSS-FUNCTIONAL DELIVERY
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EXECUTIVE SUMMARY

Enterprise transformation leader with 15+ years defining and executing analytics and technology strategy for Fortune 500 organizations across energy, manufacturing, financial services, and consumer goods. Builds structured enablement programs that drive measured adoption of new capabilities, including AI-native analytics, with usage tracking reported to senior leadership. Designs governance frameworks in regulated environments and translates technical capability into executive decisions. Builds AI-assisted applications hands-on, including one in active production use. Has led blended teams of up to 14 and delivery of programs with engagement values up to $10M across Finance, Procurement, Order Management, and Operations.

SKILLS

Strategy & Leadership: Digital Transformation Strategy, Organizational Change Management, Governance Framework Design, AI Roadmap & Use Case Prioritization, Executive Stakeholder Engagement, Cross-Functional Team Leadership, Program & Budget Management, Operating Model Design, Agile Delivery

AI & Emerging Technology: Agentic AI (Functional & Strategic), AI-Augmented Analytics, LLM-Native Application Development, Generative AI Tooling (Claude, ChatGPT, Gemini, Google AI Studio, Oracle AI Agents), MCP Server Integration, Workflow Automation (Make.com), Responsible AI Awareness

Analytics & Data Architecture: Self-Service BI & Dashboard Design, Semantic Modeling, Data Governance, Governed Reporting Frameworks, Incentive Compensation Analytics, ERP & Financial Data Integration, Oracle Fusion Data Intelligence (FDI), Oracle Analytics Cloud (OAC)

Cloud & Development Platforms: Oracle Cloud Infrastructure, Google Cloud (Gemini, Firestore), Microsoft Azure (Functional), Agentic Development Environments

Languages: English (Native), Spanish (Professional Fluency)

PROFESSIONAL EXPERIENCE

Peloton Consulting Group Houston, TX
Manager | Jul 2025 - Present

- Led analytics platform strategy and AI-enabled adoption for a $400M consumer goods and personal care organization, directing intake prioritization and transformation roadmap in direct partnership with the Associate Director of Global Enterprise Platforms; built and delivered a structured enablement program spanning report authoring, platform administration, and AI-native capabilities (natural language analytics, semantic search, and AI-assisted administration), accelerating power user adoption of AI-enabled workflows, supported by custom usage tracking to brief senior leadership on adoption outcomes and ROI.
- Evaluated ~50 prebuilt Oracle reports for business fit and captured enhancement requirements in a user adoption initiative for a North American fleet management and mobility solutions provider; scoped the follow-on change order the work produced, estimating effort and building the staffing model and pricing, then helped present it to client leadership through signature.
- Led cross-functional analytics modernization for a $1.27B personal styling and e-commerce enterprise, partnering directly with the Senior Director of Product Management to align Finance, Order Management, and Procurement stakeholders around a self-service reporting model that eliminated manual spreadsheet reconciliation and reduced analyst time on data validation by an estimated 75%.
- Led analytics transformation roadmap definition across three programs in energy, manufacturing, and consumer goods, aligning executive stakeholders around phased delivery priorities, cross-functional dependencies, and business outcome metrics, spanning Finance, Procurement, and Operations, over a 10-month period.

- Directed a finance analytics modernization program, architecting a multi-source solution integrating Essbase budget and forecast data with Oracle Fusion actuals, enabling finance teams to perform variance analysis across 30+ operational expense accounts and 8 cost center hierarchies; solution embedded as a standing operational tool in monthly and quarterly close processes.
- Designed a proprietary deep-link integration within Oracle Fusion enabling seamless drill-down from aggregate to invoice-level transaction data; adopted as a standardized delivery accelerator and extended as a reusable component across future Oracle analytics programs.

Accenture Houston, TX

Business Architecture Manager | Jan 2017 - Dec 2024

- Managed a 14-person blended team (2 onshore, 12 offshore) delivering large-scale analytics and reporting transformations for Fortune 500 and Fortune 100 clients across energy, financial services, and technology sectors, with individual engagement values reaching $10M.
- Led a $10M HR analytics transformation for a Fortune 500 semiconductor and sensors manufacturer, consolidating reporting across multiple functional areas and coordinating delivery across onshore and offshore teams.
- Designed enterprise compensation reporting governance framework for a Fortune 500 financial services organization; established KPI definitions, success metrics, and variance tolerance thresholds; developed implementation roadmap and executive reporting structure; led cross-functional alignment with governance and legal leadership to satisfy regulatory audit and visibility requirements spanning compensation processes across multiple business units.
- Developed and mentored incoming analyst cohorts on career trajectories and professional development, managing annual performance reviews and guiding capability building; instrumental in retention and career progression of multiple team members.
- Supported business development across energy, financial services, and technology accounts, contributing to sales proposals and technology ecosystem assessments.

Digital Business Integration Consultant | Mar 2014 - Jan 2017

- Reduced report inventories by 75% (600+ to 150 objects) for one of the largest US financial institutions during a platform-wide incentive compensation system upgrade spanning 5 business units, achieving 100% defect-free delivery.
- Built cross-industry delivery experience across Finance, HR, and Operations functions, delivering analytics and reporting solutions for energy, financial services, and technology clients.

Analyst | Feb 2011 - Mar 2014

PROJECTS

Order Management & Currency Conversion Application *(Independent Project)*

- Independently designed and built a real-time order management and currency-conversion application for a multinational retail operation, replacing a manual, spreadsheet-based process for calculating per-order pricing, taxes, shipping, and commission across currencies, reducing time spent on order processing by an estimated 75% while maintaining a complete digital record of all transactions. Built with an AI-assisted development pipeline on a React, Vite, and Firebase stack; actively used in production, with a v2 in development to incorporate image recognition for automated product data entry.

EDUCATION

University of Iowa Iowa City, IA

- Master of Business Administration, Leadership, Strategy & AI Technology Management | Expected May 2027
- Bachelor of Business Administration, Finance & Marketing | Dec 2010

CERTIFICATIONS

- Oracle Fusion Data Intelligence 2026 Implementation Professional
- Oracle Cloud Infrastructure 2025 AI Foundations Associate
- Google AI Professional, Coursera
- Google AI Essentials, Coursera
- Elements of AI, University of Helsinki & MinnaLearn
- Microsoft AI Transformation Leader