

Gregory Frank Kellerman

AI Strategy & Technical Leadership

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SUMMARY

I help companies figure out how to actually use AI. Not in a theoretical sense, but in the day-to-day workflows where it changes what teams can produce and how fast. My background is as a programmer who grew into technical leadership across agency and martech environments, which means I can evaluate tools hands-on, build things when needed, and communicate the strategy to executives without losing the room.

Most recently, I designed and led a full AI adoption rollout at a 30-person digital agency: evaluated platforms, selected Juma.ai, and deployed structured workflows across paid media, SEO, BI, and executive teams in under two months. The SEO team saw immediate day-to-day productivity gains. I've been hands-on with AI tools including ChatGPT, Claude, GitHub Copilot, and custom prompt engineering for real client work.

SKILLS

AI Adoption & Workflow Integration | Technical Strategy & Roadmapping | Prompt Engineering | Team Leadership | Agency & MarTech Environments | BI Architecture | Platform Modernization | Executive Stakeholder Communication | Pre-Sales Technical Support

Tools: ChatGPT / Codex | Claude | GitHub Copilot | Juma.ai | Power BI | Looker Studio | BigQuery | Azure | WordPress | SharePoint | Django | Supermetrics

EXPERIENCE

Fractional Director, AI & Data Strategy | **Cohesive DataOps** | Remote | Jan 2026 – Present

- Advising clients on practical AI adoption: evaluating tools, designing workflows, and building internal frameworks for teams that want to move fast without breaking things.
- Assessing fragmented media, CRM, and revenue data systems and designing structured BI architecture to support analytics-driven decision-making.
- Building scalable analytics foundations and delivering technical roadmaps to leadership teams navigating growth or restructuring.

Director of Technical Services | **Overdrive Interactive** | Remote | Mar 2022 – Jan 2026

- Designed and led company-wide AI adoption initiative: evaluated platforms, selected and deployed Juma.ai across 30 people spanning paid media, SEO, BI, and executive teams, from decision to go-live in under 2 months.
- The SEO team reported measurable day-to-day productivity gains from AI-assisted content workflows within weeks of rollout.
- Built and directed AI-assisted internal tooling to accelerate SEO and paid media workflows, reducing manual effort on repeatable tasks.
- Built the company's Business Intelligence capability from the ground up using Supermetrics, BigQuery, Django, and Looker Studio, enabling data visibility that directly supported enterprise client retention and upsell.
- Managed 4 direct reports across web and BI; coordinated distributed and offshore teams aligned to executive revenue goals.
- Reported directly to executive leadership; regularly presented technical strategy and roadmaps to C-suite stakeholders.

Senior Technical Lead | **Overdrive Interactive** | Remote | Oct 2020 – Mar 2022

- Recruited into active enterprise platform rebuild; stabilized and delivered a \$1M SharePoint-to-WordPress migration for [psychiatrist.com](https://www.psychiatrist.com).

- Coordinated internal and offshore development teams through complex delivery phases with shifting requirements.
- Provided architectural guidance, technical estimation, and pre-sales scoping support for large-scale client initiatives.

Lead Backend & Applications Developer | **Trivera** | Menomonee Falls, WI | May 2019 – Oct 2020

- Owned backend architecture and delivery for custom web applications in a lean, fast-moving agency environment.
- Primary technical authority for solution design, estimation, and client-facing technical planning.

Director of Web Services | **EPIC Creative** | West Bend, WI | Mar 2017 – 2019

- Managed team of 6; expanded web department capabilities and improved delivery processes end-to-end.
- Partnered with executive and account leadership to align web initiatives with client growth strategy.

Web Department Manager | **EPIC Creative** | West Bend, WI | Jan 2015 – Feb 2017

- Managed day-to-day operations for an 8-person web team; developed technical specs, timelines, and budget estimates.

Earlier: Senior Web Developer and Software Engineer roles in agency and game development environments. Built a foundation in complex systems design, enterprise customization, and cross-functional delivery.

EDUCATION

Bachelor's Degree, Information Technology