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AI Enablement & Implementation Leader — builds governed AI systems people actually use

SUMMARY

AI enablement and implementation leader with 10+ years across B2B SaaS, nonprofit, and agency, and 5+ years managing teams. Founded and architected the internal AI practice at an enterprise research brand and leads its four-person AI team — the intake, discovery, build, and handoff model that turns employee ideas into scoped, governed production AI. 15+ AI systems shipped or architected across six business functions, including three company-wide agents, the company's first agent orchestrator, and an AI Enablement Hub built from zero.

Measures adoption, not launches: founded the company's AI business resource group, which 60% of employees joined, and one agent reached 20% daily active use company-wide and returned over \$10,000 of executive time within weeks. Earlier, as Director of Marketing, led a team of five, represented Marketing in the executive team's meetings, and cut cost-per-acquisition 60%.

CORE COMPETENCIES

Generative AI & Agents: LLM-powered agent design · Microsoft Copilot Studio · agentic orchestration and multi-agent routing · system-prompt and guardrail design · prompt engineering · evaluation and quality feedback loops · ChatGPT · Claude · GitHub Copilot · retrieval-grounded assistants

AI Enablement & Governance: AI adoption strategy · AI center-of-excellence and practice design · intake, discovery and build-brief models · AI literacy and enablement programs · human-in-the-loop review · privacy, compliance and data-access governance · bias-pattern safeguards · change management

Automation & Platform: Power Automate · Power Apps · SharePoint architecture · connector and system integration · Salesforce · Marketo · HubSpot (administration) · 6sense · Power BI · SQL · Google Analytics (GA4) · Google Tag Manager · Jira / Confluence · Agile delivery

Leadership: Building a function from zero · executive stakeholder alignment · cross-functional program ownership · technical documentation and enablement · roadmap and prioritization · vendor management · public speaking

PROFESSIONAL EXPERIENCE

Great Place To Work Oakland, CA (Remote) · Feb 2025 – Present

Founded the company's internal AI practice and lead its four-person AI team; advanced through three roles in roughly 18 months at the global research and analytics firm behind the Fortune Best Companies to Work For lists. Also founded the For All Intelligence Network, the company's AI business resource group, grew it to 60% of all employees, and structured it with equal co-chairs and no head chair so its governance modeled the AI-for-All mission it was built on.

AI Implementation Specialist Jul 2026 – Present

- Founded and architected the company's internal AI innovation practice — the intake, discovery, build, and handoff model that routes employee ideas from every department into scoped, governed AI builds. Shipped or architected 15+ systems across HR, legal, revenue, recruiting, IT, and marketing.
- Built an executive-perspective agent that reached 20% daily active use company-wide and returned 30 minutes of senior-executive time per session across dozens of weekly sessions, reclaiming over \$10,000 of executive capacity within weeks of launch.
- Delivered the company's first production AI agent, first multi-agent orchestrator, and first custom internal application — establishing the patterns the rest of the practice now builds on.
- Designed and shipped an automated intake-and-routing experience (embedded quiz, SharePoint list capture, Power Apps back end, security-group gating) that launched on schedule and produced submissions and booked consultations within the first hour.
- Architected a modular employee-helpdesk orchestrator — a permission-aware, multi-agent ecosystem spanning people policies, product guidance, technology support, revenue enablement, and expense and travel policy, with a shared routing layer and an explicit employee approval gate — replacing queued knowledge requests with immediate self-serve answers.
- Built a recruiting screening-notes assistant end to end (Copilot Studio conversation logic, Power Automate render flow, Word-to-PDF templating, SharePoint output library) and authored build briefs and system-prompt designs for five more internal agents, each with defined rules of engagement, bias-pattern safeguards, and human-decides guardrails.
- Partnered with senior leadership to establish AI governance — privacy, compliance, and data-access review — making compliance sign-off a hard gate before any pilot touches live data.

Growth Marketing Manager Jan 2026 – Jul 2026

- Applied AI to revenue workflows: integrated conversation-sentiment analysis into the CRM and a Power BI dashboard, giving sales and customer teams tier-fit and opportunity-sentiment insight.
- Led end-to-end implementation of an ABM and intent-data platform (6sense) — CRM and marketing-automation integration, intent taxonomy, URL mapping, segmentation, smart-form enrichment — coordinating internal stakeholders and the vendor team.
- Migrated web analytics from event-based to identity-based tracking, improving measurement continuity across paid media and website users.

Marketing Operations Analyst IV Feb 2025 – Jan 2026 · FY25 rating: Surpassed (highest tier), with merit increase and equity award

- Stood up the company's first brand-trained Copilot experience and ran the cross-functional AI test group, producing enablement guidance on effective prompting and hallucination-risk avoidance for day-to-day use.
- Built a Copilot Studio sales-enablement assistant grounded in the revenue-enablement knowledge base.
- Replaced a manual spreadsheet process with a live, daily-refreshing Power BI dashboard joining ad-platform data to Salesforce, GA4, and Google Tag Manager — eliminating weekly maintenance and creating a single source of truth.

Digital Wellness Institute Remote · Jan 2024 – Apr 2025

Senior Marketing Coordinator, then Marketing Advisor Jan 2024 – Apr 2025

- Coordinated Digital Wellness Day, a global campaign reaching 10M+ participants across 64 countries.
- Led the Fast Company collaboration identifying the Digitally Balanced Workplaces list, and built the full marketing engine: inbound, website, social, email, paid, print, and new SaaS product launches.

Workhorse Marketing Austin, TX (Remote) · Jun 2022 – Nov 2023

Director of Marketing (promoted from Senior Marketing Manager) Jun 2022 – Nov 2023

- Promoted to Director within a year on a 30% increase in gross sales; led a team of five marketing and design professionals and cut cost-per-acquisition 60% through data-driven optimization and channel reallocation.
- Rebuilt project-management processes, integrations, and automations for a 300% ROI, and executed rebrands for four firms of \$200M+ AUM each — including a 113% website traffic lift on the flagship.

Earlier Experience 2014 – 2022

Marketing Team Lead, Givebutter · Digital Communications Manager, ProInspire · Creative Services Director, Blue Roll LLC 2018 – 2022

- Givebutter: directed the Giving Tuesday 2021 campaign that raised \$2.5M with 20K+ page visits in month one; partnership work helped reach #1 fundraising platform on G2.
- ProInspire: cut marketing operating cost 60% and drove a 300% lift in social and website traffic with zero ad spend; secured partnerships with Hewlett, Gates, Kresge, Annie E. Casey, and Kellogg.
- Blue Roll: closed 75+ marketing projects averaging \$250K in budget, with a 150% year-over-year lift in consumer reach.
- Independent (2014 – 2018): freelance marketing consulting from 2014 and creative and sound-engineering work from 2015 for small businesses, nonprofits, and productions — the start of a decade in the field.

AWARDS & CERTIFICATIONS

Awards: 40 Under 40 — Wilmington Chamber of Commerce (2019) · Wilmington Biz 100 — Greater Wilmington Business Journal (2020) · Coastal Entrepreneur — Wilmington Business Journal (2021)

Certifications: Microsoft Certified: AI Business Professional (2026) · Google Partner (Search, Display, Video, App, Shopping) · Google Data Analytics Professional Certificate · Digital Advertising Strategy Specialization · HTML, CSS & JavaScript for Web Developers

EDUCATION

B.A. Communication and Media Studies, University of North Carolina Wilmington, 2013–2017 — minors in Leadership and Africana Studies.