



**Title:** Director Of Artificial Intelligence  
**Department:** Strategic Marketing & Communications  
**Reports to:** Chief Marketing Officer  
**Status:** Full-Time, Exempt  
**Location:** Overland Park, KS office (in-house)

### **Elevate Your Career at CreativeOne!**

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

### **Why Join CreativeOne?**

- Energetic and fun work environment
- A culture driven by solutions and results
- Opportunities for growth and development

### **We're Building a Better Financial Future, Together**

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you are ready to be a part of a team that's shaping the future of financial services, we would love to hear from you.

### **Job Overview:**

The Director of Artificial Intelligence (AI) will lead and direct strategic initiatives to improve cost efficiency and revenue generation through the application of AI technologies. This role will work closely with business unit leaders and cross-functional teams to identify opportunities for operational improvements and drive transformational change.

### **Key Responsibilities:**

- **Strategic Leadership:**
  - Utilize AI to drive major company initiatives aimed at long-term performance improvements.
  - Collaborate with executive leaders and external experts to develop and implement cost-reduction strategies and revenue-enhancing initiatives.
- **Cross-Functional Collaboration:**
  - Work with business stakeholders to understand and anticipate customer and business needs.
  - Define strategic questions, opportunities, and priorities to shape the AI strategy.
- **AI Strategy and Vision:**
  - Develop, execute, and refine the AI strategy in collaboration with Marketing, IT, Operations, and other cross-functional teams.
  - Align AI initiatives with corporate objectives and continuously adapt the strategy based on evolving business needs.
- **AI Integration:**
  - Promote the AI vision and facilitate the design and integration of AI processes across the organization.
  - Champion AI initiatives, secure support, and drive adoption and change management.
- **AI Governance:**

- Establish and maintain governance frameworks for ethical and responsible AI usage.
- Address data privacy, security, and bias in AI implementations to ensure positive cultural and operational impacts.
- **Performance Measurement:**
  - Develop a framework to measure and monitor the value and performance of AI use cases.
  - Establish KPIs and metrics to track AI product performance and ensure alignment with business goals.
- **Operational Efficiency:**
  - Identify and drive plans for best-in-class operating models and enablers (systems, tools, methods) to improve efficiency and effectiveness across the organization.

**Preferred Qualifications:**

- **Educational Background:**
  - Bachelor's degree in computer science, engineering, business, statistics, economics, or a related field.
- **Experience:**
  - Minimum 10 years of experience in leading strategy, innovation, and implementation of data-driven projects.
  - Proven experience in utilizing automation and AI technologies to drive business improvements.
  - Strong background in collaborating with cross-functional teams and stakeholders.
  - Experience in developing and executing strategic plans and roadmaps.
- **Skills and Abilities:**
  - Demonstrated success in building and leading vision, strategy, and execution of AI initiatives.
  - Ability to assess the business impact of different solutions and make data-driven decisions.
  - Strong understanding of data management, governance, and security best practices.
  - Excellent communication and presentation skills with the ability to build strong relationships with stakeholders.
  - Proven track record of driving AI business integration and promoting change management.
- **Certifications:**
  - Relevant AI/ML certifications or training
- **Industry Knowledge:**
  - Understanding of industry standards, regulations, and best practices in AI/ML.

**Demonstrate and Represent Our Core Values**

- Provide Unreasonably Excellent Service
- Love What We Do
- Act With Integrity
- Collaborate Courageously
- Evolve With Purpose

*This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to modification to provide reasonable accommodation to qualified individuals with disabilities.*

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