

AI Adoption in Practice: From Scattered Experiments to a Human-Governed Operating System

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THE CHALLENGE

Fullintel had the 2025 problem every company recognizes: AI experiments everywhere, production impact nowhere. High-value teams were burning hours assembling reports, researching opportunities, validating data, and repeating production work by hand. The tools were interesting. The operating model was not. The goal was never to add more AI. It was to redesign the work so technology handled the repeatable parts and people kept the parts that matter: judgment, context, quality control, and accountability.

WHAT I LED AND SHIPPED

- Designed, shipped, and drove adoption of packaged agent workflows for executive reporting, PR opportunity response, and search optimization. Production systems, not demos.
- Built and versioned a multi-agent public relations analysis framework on structured prompts and a working analyzer component.
- Rebuilt editorial and competitive intelligence workflows around human review checkpoints at every decision point. Machine speed, human verdict.
- Installed the operating habits that make it stick: repeatable playbooks, defined inputs and outputs, review gates, quality controls, dashboards, and measurable outcomes.
- Took it to the teams that live in the work: marketing, analysts, and client-facing staff. Adoption was the deliverable, not the afterthought.

MEASURED RESULTS

Production numbers, not pilot metrics:

~900 hrs

returned annually across the automation portfolio

71% → 96%

database health improvement

Multi-day deliverables compressed into hours, with human review intact at every decision point. The ~900 hour figure spans the full automation portfolio: database management, email validation, and repetitive manual tasks.

WHY THE ADOPTION HELD

The intervention fixed the operating model, not the tool. Every workflow spelled out four things: what the technology accelerates, where human expertise is required, how quality gets checked, and which result counts. Remove the ambiguity and people trust it, repeat it, and improve it.

MY ROLE

I translated business needs into workflows, built the artifacts and controls, aligned the teams, and tied adoption to operating outcomes. Hands-on AI workflow design, cross-functional change leadership, measurement, and responsible human oversight.

"I start with the work, not the tool. At Fullintel, I identified repetitive production and analysis steps, packaged reusable AI and automation workflows, and kept human judgment at the decision points."

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