

## EXECUTIVE PROFILE

Senior Creative Director, AI leader, founder, and digital transformation strategist with 20+ years of experience turning complex ideas into market-ready brands, platforms, stories, and growth systems. Career began in the Seattle Dot-Com era and has expanded across luxury, sports, healthcare, technology, mobility, hospitality, international partnerships, and founder-led ventures.

Known for working directly with founders, CEOs, high-level brand partners, and cross-functional teams to move from research and strategy through visual direction, UX/UI, content systems, web architecture, AI implementation, AEO/GEO readiness, launch, and optimization. Combines senior creative taste with practical execution across AI-assisted workflows, analytics, automation, cybersecurity-aware digital strategy, and executive storytelling.

| EXECUTIVE CREATIVE LEADERSHIP                                                                                           | AI SEARCH AND TRANSFORMATION                                                                                        | FOUNDER TO LAUNCH EXECUTION                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| 20+ years across brand systems, luxury, sports, healthcare, technology, presentations, and premium visual storytelling. | AEO, GEO, generative AI, prompt and system design, AI-search readiness, content systems, analytics, and automation. | Research, strategy, positioning, UX/UI, web architecture, go-to-market, partnerships, launch, optimization, and advisory. |

## SEARCH ALIGNED SKILLSET

CREATIVE DIRECTION / AI STRATEGY / AEO/GEO / AI-SEARCH OPTIMIZATION / GENERATIVE AI / DIGITAL TRANSFORMATION / UX/UI / WEB ARCHITECTURE / PROMPT/SYSTEM DESIGN / ANALYTICS / AUTOMATION / FOUNDER ADVISORY / CYBERSECURITY AWARENESS / BRAND STRATEGY / GO-TO-MARKET / EXECUTIVE STORYTELLING

## PROFESSIONAL EXPERIENCE

### AimwellBio.com | Chief AI Officer | Current

- Lead AI strategy, AI-search readiness, and digital transformation planning for a physician and healthcare platform positioned for credibility, trust, discovery, and scalable execution.
- Shape AEO/GEO, entity clarity, content architecture, and web experience so healthcare audiences, search engines, and AI answer platforms can better understand the company, its expertise, and its offering.
- Guide UX/UI, site architecture, content systems, analytics thinking, automation opportunities, and implementation priorities from executive strategy through hands-on launch planning.
- Advise on responsible generative AI use, prompt and workflow design, healthcare-facing communications, cybersecurity awareness, and operating systems that support accuracy, speed, and trust.

### NutraVeri.com | AI Venture Strategist | Current

- Advise on AI venture strategy, brand and product positioning, digital growth, go-to-market planning, and founder-level execution for a nutrition and verification-oriented platform.
- Develop AI-assisted research and execution systems spanning competitive intelligence, content strategy, AEO/GEO, web experience, messaging, partner materials, and decision support.
- Translate complex product, trust, and market-positioning problems into clearer narratives, digital experiences, and founder-ready operating priorities.
- Support end-to-end work across strategy, creative direction, UX/UI, web architecture, launch planning, analytics, and optimization with clear, credible executive communication.

## PROFESSIONAL EXPERIENCE CONTINUED

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### **Elegasea | Founder & Chief Executive Officer | Miami, FL | Nov 2023-Present**

- Closed a US \$24M sale of a 53m Damen explorer for an owner consortium.
- Curated a 101-vessel charter fleet valued at approximately US \$430M with guest capacity of 1,250+.
- Boosted average monthly charter revenue more than 10% for 60-ft+ owners, with selected owner gains up to 30%.
- Launched Fly-Away Exploration Platform with ALSD clients, generating multi-million-dollar charter bookings.

### **SourceMagnetic LLC | Co-Founder | Miami, FL | Nov 2022-Present**

- Positioned firm within the US \$1T ocean-energy nexus through the Blue-Green Convergence thesis.
- Mobilized a 10K-strong LinkedIn network to secure green-tech partnerships, multi-jurisdiction incentives, and carbon-reduction pathways.
- Co-designed impact-weighted assets with Triton Submarines and helped establish SourceMagnetic as a regenerative-infrastructure catalyst.

### **CloudYachts | Managing Director & Co-Founder | Apr 2022-Nov 2023**

- Pioneered AI/Web3 yacht brokerage and created a Metaverse-to-Marina funnel connecting digital assets to real-world yacht experiences.
- Curated a US \$95M flagship NFT collection sold across multiple yacht shows.
- Integrated VR walkthroughs and smart-contract escrow to strengthen buyer confidence and elevate close rates.
- Secured media in Robb Report, Forbes, Boat International, YouTube, and TikTok while scaling public reach.

### **Metropolitan Strategies | Chief Executive Officer | Miami / Fort Lauderdale | May 2016-Oct 2022**

- Crafted bespoke suite-level gifting concepts for top franchises, improving premium fan experience and renewal conversations.
- Negotiated eight-country manufacturing relationships to deliver cost-efficient, distinctive luxury items.
- Became an approved Rolls-Royce vendor and produced Pebble Beach Concours gifting featured in Robb Report.

### **KingCreative.tv | Founder & Creative Director | Miami, FL | Jan 2012-Oct 2022**

- Led 50+ luxury and youth-culture launches spanning brand, campaign, web, video, presentation, and digital experience work.
- Cut go-to-market timelines 40% by connecting concept, creative direction, production, and execution under one operating rhythm.
- Directed Emmy-grade visual campaigns for Grammy winners and sports franchises while maintaining executive-level presentation quality.

### **EvoLux Transportation | Director of Marketing / CMO | Miami / Fort Lauderdale | Jun 2014-Sep 2015**

- Launched the first heli-charter marketplace and SkyShare app, reducing empty-leg loss 30%.
- Led FAA-compliant UX work that won the Sikorsky Innovations Challenge and supported OEM partnerships.
- Created Drive & Fly experiential programming with Rolls-Royce and EvoLux helicopters.

## PROFESSIONAL EXPERIENCE CONTINUED

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### **Universal Marine Center | Senior Brand Manager | Fort Lauderdale | Oct 2013-Mar 2015**

- Re-positioned a 180-ft megayacht yard, increasing berth occupancy 24% and inquiry conversion 18%.
- Modernized brand, sales, and digital presentation materials for high-net-worth marine and luxury audiences.

### **Floridians FC | Senior Director of Marketing | Miami / Fort Lauderdale | Nov 2013-Jan 2015**

- Rebranded the club, tripled social following, and opened new sponsorship lanes through stronger positioning and content.

TECHNOLOGY CREATIVE AND AI CAPABILITIES

| DOMAIN                | CAPABILITIES                                                                                                                                                                                            |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AI and Search         | ChatGPT, Claude, Perplexity, Gemini-style research workflows, generative AI, prompt and system design, AEO/GEO, AI-search optimization, entity-first content planning, automation, analytics.           |
| Creative and Digital  | Creative direction, brand architecture, UX/UI, web architecture, content systems, executive decks, Adobe Creative Cloud, Apple ecosystem, AR/VR, immersive storytelling, scalable creative systems.     |
| Business and Advisory | Founder advisory, P&L leadership, go-to-market strategy, strategic partnerships, market entry, luxury asset strategy, sports hospitality, international manufacturing, board and C-suite communication. |
| Risk and Operations   | Cybersecurity awareness, responsible AI adoption, workflow governance, Salesforce, HubSpot, Tableau, SolidWorks, AutoCAD, Solidity basics.                                                              |

EDUCATION CERTIFICATIONS AFFILIATIONS AND MEDIA

B.S. Computer Science & Political Science - Central Michigan University  
Certified Luxury Marketing Specialist (ILM) | Member: ALSD and IYBA | Kappa Alpha Psi Fraternity Inc. | Global Yacht Brokers Alliance  
Media and recognition include Forbes, CNBC Arabia, Bloomberg Green, Robb Report, Yacht Style, Boat International, and CoinTelegraph.  
Language: Fluent English and elementary Mandarin. Social footprint includes TikTok 100K+ followers and LinkedIn 10K+ professional connections.

**Open to executive, creative leadership, AI transformation, founder advisory, strategic consulting, and high-level digital growth engagements.**