

# DANIEL NASH

## AI Product Leader - Enterprise AI Transformation, Governance & Operating Model

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### SUMMARY

Senior AI product leader with 10+ years across product management and product-adjacent leadership, focused on enterprise AI transformation, workflow-heavy platforms, product operating models, and expert-user trust. Scaled governed ChatGPT Enterprise adoption, stood up an AI Center of Excellence, moved AI/OMS workflow products from concept to production, and built roadmap/prioritization systems that connect fragmented operations to measurable revenue, capacity, adoption, and satisfaction gains.

### SELECTED IMPACT

**\$2.7M+ projected annual AI impact** and about 60 FTE-equivalent capacity gains through AI-enabled automation, workflow optimization, and platform leverage.

**ChatGPT Enterprise scaled** from about 150 licensed / 40 active users to about 1,000 licensed / 800 active users through governance, enablement, and adoption pathways.

**Agent workflow complexity reduced** from 16 systems to 9 while technology satisfaction improved from 40% to 65%.

### SKILLS

**AI Transformation & Strategy:** Enterprise AI Strategy | AI Operating Model | Portfolio Prioritization | Responsible AI Governance | AI Center of Excellence | Adoption & Enablement | Executive Alignment | ROI Modeling

**AI Product & Automation:** AI Product Strategy | AI Agents & Tool-Using Workflows | Custom GPTs | OpenAI APIs | Evals | Retrieval / RAG | MCP-Style Integrations | Human-in-the-Loop Review

**Product Leadership & Operating Rhythm:** Product Operating Model | Roadmap Strategy | Cross-Functional Leadership | Leadership Without Authority | PM / PO Coaching | Workflow & Platform Product | Order Management Systems | Contact Center Platforms

### PROFESSIONAL EXPERIENCE

#### Senior Product Manager - AI Platform & Strategy

Guitar Center - Westlake Village, CA | Feb 2025 - May 2026

##### Enterprise AI strategy | Governance & adoption | Operating model | Executive alignment

Owned enterprise AI product strategy and transformation, pairing experimentation with governance, enablement, and adoption measurement to move AI from pitch to production.

- Drove \$2.7M+ in projected annual AI impact and about 60 FTE-equivalent capacity gains through AI-enabled automation, workflow optimization, and platform leverage.
- Scaled ChatGPT Enterprise from about 150 licensed / 40 active users to about 1,000 licensed / 800 active users by pairing governance, enablement, use-case prioritization, and adoption pathways.
- Moved AI platform strategy from pitch and POCs toward production deployment across about 12 months while standardizing responsible-AI delivery through an initial AI Center of Excellence with Legal, Security, and Engineering.

#### Senior Product Manager - Contact Center & Order Management Systems

Guitar Center - Westlake Village, CA | Jan 2024 - Feb 2025

##### Roadmap strategy | Operating model | Cross-functional alignment | Workflow modernization

Led roadmap strategy and cross-functional alignment for complex service and order workflows, institutionalizing an outcome-driven product operating model.

- Reduced agent tool sprawl from 16 systems to 9 and improved technology satisfaction from 40% to 65%, lowering workflow complexity and operational risk.
- Authored the organization's first 3-year Contact Center and OMS roadmap, aligning leadership, engineering, operations, and business stakeholders on sequencing and outcomes.
- Shifted teams from project execution to outcome-driven delivery by institutionalizing intake, discovery hygiene, prioritization, and decision forums across roadmap work.
- Improved executive decision velocity by implementing decision-ready intake and prioritization in Jira Product Discovery, including a standardized RICE framework with strategy-weighted Reach.

#### Product Manager - eCommerce Journeys

Guitar Center - Westlake Village, CA | Jun 2022 - Jan 2024

##### Customer journeys | Conversion analytics | Revenue-linked decisions

- Improved checkout performance through a checkout redesign that reduced checkout time from 3:00 to 2:03, lifted conversion about 3%, and supported about \$16M in annualized revenue impact.

## **Platform Operations Specialist, eCommerce Platforms**

Guitar Center - Westlake Village, CA | Feb 2020 - Jun 2022

### **Platform operations | Ecommerce systems**

- Built product-adjacent ecommerce platform fluency through merchandising-system operations, release support, and business/engineering collaboration across commerce workflows.

## **Product / Operations**

DigitalFusion - Culver City, CA | 2017 - 2019

### **Customer workflow systems | Retention | P&L accountability**

- Increased department monthly revenue by 11% while leading customer workflow, ecommerce/system-integration, and operations improvements for artist and commerce clients.

## **SELECTED PRODUCT CASE STUDIES**

**AI Center of Excellence - governance & enablement** - Stood up the initial AI Center of Excellence, standardizing responsible-AI delivery, governance, enablement, and adoption pathways with Legal, Security, and Engineering.

**Product operating model & PM enablement** - Created reusable product lifecycle, discovery, delivery, impact-measurement, prioritization, and decision-forum artifacts to mature teams from reactive delivery to outcome-driven product management.

**OMS ChatGPT App - agentic order management** - Built a 0-to-1 order-management assistant using OpenAI and custom OMS APIs for order lookup/cancellation, human-in-the-loop guardrails, and production-connected workflow validation.

## **ADDITIONAL LEADERSHIP**

### **Immiatrics - Remote - CTO & Product Lead (Part-Time) | Jan 2026 - Present**

- Guiding product and technical direction for life-sciences-adjacent AI research tooling, translating expert research workflows into trustworthy retrieval, eval, and human-approval patterns.

## **TOOLS**

ChatGPT Enterprise | OpenAI API | Custom GPTs | Codex | Claude Code | Jira Product Discovery | Jira | Figma | Google Analytics | Adobe Analytics | Vercel | GitHub

## **EDUCATION & CREDENTIALS**

B.A., Music Composition - Brigham Young University | HBS CORE - Harvard Business School Online | Maven AI Product Management | Advanced AI Product Leadership | CSPO | CSM