EUNICE QUEZON

Executive Director l Enterprise AI Automation & Innovation

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PROFESSIONAL SUMMARY

15+ years leading enterprise automation and innovation initiatives across Fortune 100, semiconductor, and business services organizations. Expert in scaling multi-million-dollar automation programs, managing cross-functional teams of 25–50+ staff, and driving strategic adoption of RPA, AI/ML, and GenAI technologies from concept to enterprise-wide deployment. Proven track record in vendor partnership optimization, budget management, and performance metrics delivery while translating automation investments into measurable ROI and operational excellence.

PROFESSIONAL EXPERIENCE

Principal Product Strategist, AI & Automation

Story Architechs l Remote   *May 2023 – Present*

Led enterprise automation programs for Fortune 100, semiconductor, and business services clients, managing multi-million-dollar budgets and cross-functional teams of 25–50+ staff.

- **Designed enterprise AI architecture and automation roadmaps** for multiple Fortune 100 clients, delivering implementation plans within 30-day cycles
- **Built RAG-based multi-modal AI agent ecosystems** increasing organizational productivity by 40% and creative output by 60%
- **Developed advanced digital twin and simulation solutions** for construction, real estate, and data center infrastructure, enabling predictive maintenance and operational optimization
- **Managed vendor partnerships** across UiPath, Automation Anywhere, and GenAI platforms, negotiating multi-year contracts and ensuring seamless enterprise integration
- **Implemented comprehensive RPA/IPA and APA solutions** enabling scalable system synergy across semiconductor supply chain and business services workflows
- **Led change management initiatives** evangelizing automation adoption while creating measurable productivity impact frameworks

Executive Director of Product, Immersive Experiences

Ozone Metaverse l Remote   *May 2023 – Dec 2024*

Drove enterprise innovation and automation strategy across GenAI-powered platforms, managing cross-functional teams and multi-million-dollar technology investments.

- **Led development of cloud-based enterprise platform** coordinating 40+ cross-functional team members across engineering, product, and operations
- **Spearheaded automation projects** including enterprise-scale virtual environments and AI-powered customer journey optimization
- **Led smart city planning simulations** for Saudi Arabia and Qatar regions, creating immersive 3D environments for urban development and zoning decisions
- **Created scalable technology ecosystem** with automated content delivery, generating new revenue streams and reducing operational overhead by 30%

Product Strategy Manager, Consumer Experience Group

Warner Bros., Inc. l Burbank, CA   *Nov 2018 – Aug 2022*

Directed enterprise automation strategies for global IP portfolio, managing 30+ cross-functional team members and multi-million-dollar technology initiatives.

- **Led global automation expansion** for WB's largest IPs through data-driven strategies and enterprise technology integration
- **Built enterprise eCommerce automation platform** achieving $15M Q1 revenue and 250% growth across 13 global markets
- **Established automation success frameworks** presenting ROI analysis and actionable insights to C-level leadership

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Senior Product Manager, Home Entertainment

Warner Bros, Inc. | Burbank, CA   *Nov 2016 – Aug 2022*

Led enterprise automation initiatives for streaming platform development, managing 25+ team members and implementing large-scale process automation.

- **Managed enterprise launch of Movies Anywhere** implementing automated scaling solutions maintaining 99.9% uptime
- **Developed automated engagement systems** boosting user engagement by 40% and revenue by 42%
- **Unified automation integration** across 7 studio libraries and 5 digital retail platforms into seamless ecosystem

Technical Product Manager

Sony Pictures Entertainment | Culver City, CA   *Feb 2000 – Mar 2016*

Provided enterprise automation leadership across global 6,500-user organization, managing Business Intelligence teams and automation initiatives.

- **Led enterprise data automation** increasing box office revenue by 30% through intelligent process automation
- **Pioneered automation frameworks** across business pillars with IBM webMethods publisher-subscriber models
- **Created automated content discovery systems** increasing catalog engagement by 52% through ML recommendation engines

TECHNICAL SKILLS & EXPERTISE

Enterprise Automation Leadership: Multi-million-dollar program management, cross-functional team coordination (25–50+ staff), vendor negotiation, budget management, performance metrics and ROI delivery

RPA & Process Automation: UiPath, Automation Anywhere, Blue Prism, enterprise workflow optimization, intelligent process automation (IPA), automated process analytics (APA)

AI & ML Innovation: LLMs, prompt engineering, multi-agent workflows, RAG systems, GenAI enterprise integration

Enterprise Architecture: Enterprise system architecture, API integration design, cloud infrastructure management, scalable platform development

TOOL PROFICIENCY

Enterprise Automation: UiPath, Automation Anywhere, Blue Prism, Microsoft Power Automate, WorkFusion | **AI & Integration:** LangChain, CrewAI, Amazon Bedrock, IBM watsonx, Zapier, n8n | **Cloud & Infrastructure:** AWS, Azure, GCP, Kubernetes | **Analytics:** Tableau, Power BI, SQL, Python

EDUCATION & CERTIFICATIONS

Enterprise Automation: UiPath Advanced Developer, Automation Anywhere Master Certified, IBM RPA Developer Certified, Process Mining Specialist | **AI & Innovation:** AI for Everyone (Coursera), AWS AI/ML Specialty | **Leadership:** Certified Scrum Product Owner and Master (Scrum Alliance), ITIL v3, Six Sigma Green Belt | **Education:** UCLA/Sorbonne, BA Film Studies/French

View full tools list and portfolio: https://eunicemquezon.com/resume