

COURTNEY CALDWELL

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Fort Worth, Texas

AI STRATEGY & TRANSFORMATION | ADOPTION & ENABLEMENT | HUMAN-AI SYSTEMS DESIGN

I bring 20 years of communications experience turning complex organizational priorities into practical tools, learning, and adoption programs. My applied AI work spans human-AI workflow design, calibration, model evaluation, AI-assisted prototyping, and enterprise AI discovery and roadmap development. I translate emerging capabilities into clear, business-relevant systems people can understand, trust, and use.

CORE CAPABILITIES

- AI Adoption & Enablement
- Program Leadership
- Employee Engagement
- Enterprise AI Strategy
- Workflow Design
- Internal Communications
- Multi-Brand Franchise Systems
- Roadmap & Pilot Development
- Responsible AI & Governance
- Change Management
- Human/AI Collaboration
- Executive Communications

EXPERIENCE

Co-Founder, AI Enablement & Systems Design, Eureka Collaborative September 2025 – Present

- Co-founded an applied AI practice focused on AI enablement, human-AI workflow design, and custom systems that make emerging capabilities practical for people and teams.
- Designed and shipped [Eureka Squad](#), a live multi-perspective conversational AI product, while developing structured methods for evaluating voice, insight quality, and model behavior.
- Developing collaboration and calibration systems that translate implicit human judgment into structured criteria, reusable context, guardrails, and feedback loops.

Marketing & Communications Director, Home Franchise Concepts May 2022 – January 2026

- Led communications and marketing for two franchise brands and a network of nearly 100 franchisees, including workshops, adoption resources, and communications that translated organizational priorities into practical action.
- Proposed and led an enterprise AI discovery initiative, deploying an org-wide survey and synthesizing responses into a 12-month AI enablement roadmap covering pilot development, champion activation, role-based learning, governance guidance, and change communications.
- Served as the team's AI expert and delivered hands-on adoption: founded and led AI Explorers, a weekly internal AI learning group, coached colleagues one-on-one, and produced playbooks, resources, and live webinar that helped employees and franchisees use generative AI confidently and securely.
- Managed a \$500K national ad fund and delivered local marketing strategy and resources supporting franchisee growth.
- Directed the end-to-end branding of a new brand launch, Lightspeed Restoration, recognized as No. 32 on *Entrepreneur's* 2025 Top New & Emerging Franchises list.

Branding & Communications Manager, MilliCare

July 2017 – April 2022

- Developed and executed communications and change management plans for corporate employees and an international franchise network, including weekly newsletter and video updates.
- Built processes and tools to increase employee and franchise engagement, including an intranet/resource hub and learning management system.
- Planned and managed events including conferences, all-hands and town hall meetings, and webinars, owning run-of-show, executive talking points, presentation materials, and promotional and follow-up communications.
- Managed brand standards for a global network of 80 franchises and designed print and digital marketing materials, including sales collateral, presentations, and email marketing templates and campaigns.

Marketing & Communications Manager, Steamatic, Inc.

October 2014 – May 2017

- Directed multichannel corporate communications and developed support resources, videos, and brand systems.
- Managed shared programs and locally adaptable resources for a national franchise network, balancing enterprise standards with operator needs.
- Developed a digital review-generation tool and introduced automated social-content distribution to improve franchise visibility and engagement. Increased followers by nearly 200%.
- Designed all marketing collateral, including brochures, direct mail, websites, email campaigns, and vehicle wraps.

Marketing & Communications Manager, Aspire Lending

June 2012 – October 2014

- Led corporate and national-branch branding, communications, and marketing standards within a federally regulated environment.
- Built and managed operational resources including intranet, company store, and online marketing portal.

Marketing Manager, Engage Sourcing

October 2009 – May 2012

- Developed marketing strategies for client businesses and used ROI and performance data to redirect resources and improve program effectiveness.
- Led digital initiatives and multichannel content development across web, search, social media, presentations, and sales materials.

TOOLS & APPLIED AI METHODS:

Generative AI Platforms • Prompt and Context Engineering • Human-AI Calibration • Model Evaluation • Agent Harness Design • AI-Assisted Prototyping • Workflow Automation • ChatGPT/Codex • Claude/Claude Code • Gemini • GitHub • Supabase • Vercel • Microsoft 365 • Adobe Creative Cloud

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