

Experience

IA Collaborative

Global AI and innovation consulting firm.

Chicago, IL (*remote*)

2021 - Present

Director

- Led customization and implementation of an AI 'synthetic persona' product, tailoring to user workflows to drive \$2m+ in savings on market research for a Fortune 100 pharmaceutical company
- Architected an AI lead research system for 100s of users at a major wealth management firm

Associate Director, Principal, Senior Business Strategist

- Led product strategy for an LLM-based assistant for commercial teams in the pharma industry, launching MVP to users in under three months with 84% user satisfaction
- Built and deployed AI Slack integration to streamline proposal creation, along with other custom agents
- Used AI-powered synthesis to uncover consumer healthcare insights across 100 user interviews and 6000+ survey respondents, prioritizing recommendations across five new "wellness personas"

Indeed.com

Austin, TX

Lead, Global Product Commercialization

2020 - 2021

- Led strategy for testing, feedback, and rollout of a new pricing model to over 800,000 US customers, including coordination with sales teams and CXO-level presentations
- Partnered with product and engineering teams to prioritize new features and manage customer comms

McKinsey & Company

Charlotte, NC & Houston, TX

Engagement Manager, Senior Business Analyst, Business Analyst

2015 - 2018

- Researched, designed, prototyped, and implemented a new data-based pricing process (using SQL and Tableau) at a global chemicals distributor, resulting in \$50M+ of additional annual margin
- Partnered with client tech teams to integrate algorithmic pricing for ag products, adding \$30M+/yr of margin
- Promoted from analyst (post-undergrad) to manager in 2.5 years, with highest review ratings

Projects

All designed and built independently, including research, prototyping, and full-stack web development

[weejur](#): helps beginners publish websites for free

[Semiform.ai](#): structured form processing with LLMs

[bulletyn.co](#): custom news digests in your inbox

[npilk.com](#): see more projects (and a blog)

Education

Columbia Business School

New York, NY

MBA, Dean's Honors with Distinction, May 2020 | GMAT 790

Leadership: Feldberg Fellow (1 of 4 to receive top merit scholarship) and current President of Feldberg Board; VP of Events, Columbia Innovation + Design; President, West Coast Society; INSITE Fellow and Team Lead

Davidson College

Davidson, NC

BA, Economics (with honors), May 2015 | GPA 3.78

Honors: magna cum laude, C. Louise Nelson Scholarship in Economics

Leadership: President – Davidson College Chorale, RLO Hall Counselor, Econometrics Teaching Assistant

Skills and Interests

Software: Python, SQL, OpenAI, Anthropic, HTML/CSS/JS, htmx, Django, Openclaw, Figma, MS Office, GSuite

Business: AI transformation; data analysis, presentation, and storytelling; human-centered design

Other interests: Golf, basketball, choral singing, chess, reading fiction, the Oregon Ducks