

JAYSON LEE FORDE

Enterprise AI Transformation & Program Operations

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PROFESSIONAL SUMMARY

Enterprise AI Transformation & Operations Professional with 10+ years of experience designing and operationalizing AI-enabled workflows, SOP frameworks, and cross-functional operating models across SaaS environments. Proven ability to lead teams, align executive stakeholders, and drive AI and technology adoption through scalable operational systems, workflow optimization, process transformation, AI governance, AI risk management, and data-driven decision making. Recognized for building high-performing teams, influencing cross-functional business leaders, and delivering measurable operational and revenue outcomes through stakeholder enablement, team enablement, change management, workflow design, and organizational transformation initiatives.

CORE COMPETENCIES

Enterprise AI Transformation • AI Enablement • AI Adoption • Enterprise AI Operations • AI Governance • AI Risk Management • AI Workflow Orchestration • AI Business Process Modeling • AI Operational Transformation • Workflow Architecture & SOP Development • Executive Stakeholder Enablement • Cross-Functional Leadership • Team Leadership & Coaching • Operational Strategy • Workflow Optimization • Business Process Transformation • Data-Driven Decision Making • Change Management • Operational Excellence

TECHNICAL SKILLS

Artificial Intelligence (AI) • Generative AI & Large Language Models (LLMs) • LLM Solution Development (ChatGPT, Claude, Microsoft Copilot, Gemini) • AI Prompt Systems Design • NotebookLM • Notion AI • AI-Assisted Research & Analysis • Workflow Architecture • AI Workflow Optimization • AI Workflow Automation • Data Analysis • Reporting & Analytics • KPI Dashboards • Asana AI Workflow Orchestration • Jira Project Management • Property Management SaaS Platforms (Yardi, RealPage) • Vibe Coding (LLM-Assisted AI Application Development)

PROFESSIONAL EXPERIENCE

Professional Development: Enterprise AI Enablement | Team and Stakeholder Management | Career Investment Period

McDonough, GA | June 2025 - Present

Deliberate career pause to define and build toward the next phase: AI enablement leadership. Executed a structured program of AI career-path study, senior operations skill development, and B.S. Cybersecurity coursework.

- [Completed the Google AI Professional Certificate](#), building a portfolio of 20+ AI artifacts and coding a custom AI solution across research, data analysis, content, and app building.
- [Completed Google AI Essentials](#), [Google People Management Essentials](#), [Working Effectively with Stakeholders](#), and the [Google Stakeholder Management Specialization](#) (Google).
- [Completed AI governance and change leadership training](#): AI Risk and Compliance: Audit and Governance Foundations; AI Model Risk Assessment & Management Frameworks; Change Management for GenAI Integration.
- [High-Performing Team Leadership & Development](#): Completed Google training focused on creating and leading high-performing teams through effective motivation, open communication, shared accountability, and ambitious goal-setting, managing across teams, and fostering a culture of continuous learning.

Regional Client Success & Operations Manager | Bridge Properties Mgmt.

Atlanta, GA | March 2023 - June 2025

Led multi-region operational strategy, AI enablement, and technology adoption initiatives across a 150+ account SaaS-enabled portfolio operating on the Yardi platform, improving service consistency, reducing escalation volume, and stabilizing performance across high-risk environments spanning four multifamily communities with 600 to 1,000 active accounts, leading cross-functional department teams of up to 50 per location.

- Led AI enablement, technology adoption, and operational strategy across a 150+ account SaaS-enabled portfolio, designing workflow architectures, SOP frameworks, and service standards that improved cross-functional collaboration, stakeholder alignment, and operational consistency across leasing, accounting, and property management teams.
- Drove operational site interventions that routinely delivered 40% ROI and MRR improvement, increasing account renewal retention by 60% and cutting churn from a 10% baseline.

- Directed and coached cross-functional department teams of up to 50 per location across four communities, delivering onboarding programs, recurring enablement sessions, and training standards that strengthened team execution and service consistency.
- Managed stabilization and operational recovery efforts across 600 to 1,000 high-risk customer accounts spanning four multifamily communities, resolving complex escalations, compliance issues, and service failures while partnering with municipal officials, executive stakeholders, and regional leadership to drive process improvements and reduce recurring operational risks.
- Delivered executive-level MBR/QBR reviews utilizing Yardi and SaaS analytics, KPI reporting, operational metrics, and AI-assisted insights to support data-driven decision making, improve service delivery strategies, and strengthen portfolio performance across multiple business units.
- Led AI adoption, stakeholder enablement, and change management initiatives by training teams on prompt engineering, NotebookLM knowledge management systems, workflow optimization, and AI-assisted operational processes, improving productivity, communication standards, and execution consistency across the portfolio.
- Partnered with city inspectors, state representatives, regulatory agencies, contractors, and vendors to manage compliance programs, coordinate remediation efforts, and oversee operational transformation initiatives while maintaining stakeholder communication and ensuring adherence to local and state regulations.

Head of Customer Success & Revenue Operations | Relotz (SaaS Startup)

Atlanta, GA | April 2020 - March 2023

Operational leader for a SaaS startup responsible for building customer success infrastructure, revenue operations systems, and lifecycle management frameworks to support scalable growth. Built the function from zero and scaled it to a 40-person team, leading and mentoring the Customer Success organization while managing a strategic book of business, implementing churn reduction, customer retention, and expansion strategies, and establishing operational standards that improved onboarding execution, product adoption, and cross-functional alignment across Sales, Product, and Engineering.

- Led and mentored a 40-person Customer Success team from founding through scale, establishing performance standards, coaching frameworks, and operational discipline across the organization.
- Architected and operationalized the company's foundational Revenue Operations and Customer Success infrastructure, developing scalable onboarding, support, and lifecycle workflows that improved operational efficiency, stakeholder engagement, and customer adoption.
- Led end-to-end customer lifecycle management across SaaS-enabled platforms, guiding clients from onboarding through renewal while improving product adoption, strengthening customer engagement, and increasing long-term retention.
- Developed structured onboarding playbooks, SOP frameworks, and AI-assisted workflow standards that improved customer activation, stakeholder engagement, and onboarding consistency across client portfolios. Trained Customer Success Managers on prompt engineering, stakeholder communication strategies, human-in-the-loop review processes, and AI-assisted account planning methodologies to improve decision-making and measurable customer outcomes.
- Partnered with Sales, Marketing, and Product leadership to translate customer feedback and performance insights into product enhancements and go-to-market improvements that strengthened platform adoption and overall customer experience.
- Implemented weekly and monthly performance reporting frameworks, KPI tracking, and customer health metrics, informing product priorities, operational planning, and executive decision-making.

Client Success & Portfolio Operations Manager | Ventron Management

Atlanta, GA | Feb 2018 - April 2020

Led operational performance initiatives across a multifamily portfolio that scaled from approximately 800 to 1,000 units on the RealPage platform, partnering with asset managers, leasing teams, and operational staff to improve reporting visibility, streamline workflows, and strengthen overall portfolio performance. Leveraged performance analytics, KPI reporting, and operational insights to identify inefficiencies, stabilize property operations, and support data-driven decision-making across multi-property investments.

- Oversaw operational coordination across an 800+ unit portfolio, improving reporting visibility and performance tracking for asset management and property leadership teams while strengthening overall operational oversight.
- Designed and implemented workflow optimization and ticketing system improvements, reducing service backlog, accelerating issue resolution times, and improving operational efficiency across multiple locations.
- Built RealPage-based performance reporting dashboards and operational analytics frameworks used in weekly portfolio reviews to identify gaps, guide management decisions, and improve long-term asset stability.
- Coordinated cross-functional collaboration between asset managers, leasing teams, and property staff to resolve operational gaps, improve response times, and strengthen day-to-day portfolio operations.

- Partnered cross-functionally with marketing, leasing, and design teams to strengthen property positioning, improve reporting visibility, and enhance performance outcomes across managed assets.

Business Process & Brand Operations Lead | Forde Business Management Group

New York, NY | March 2011 - Feb 2018

Led business process design and client operations for a consulting and brand development firm, overseeing multi-client portfolios across digital strategy, marketing execution, and service delivery. Built scalable operating frameworks that improved project coordination, strengthened client retention, and aligned internal teams around consistent delivery standards and revenue performance.

- Directed client portfolio operations across digital and service delivery platforms, maintaining end-to-end visibility into project performance, client engagement, and revenue outcomes while strengthening long-term client relationships.
- Built scalable business process frameworks that aligned marketing, design, and delivery teams, improving workflow coordination and ensuring projects executed on time, within scope, and aligned with client objectives.
- Managed project timelines, budgets, and delivery performance using tools including Monday, MS Project, and ClickUp, improving operational accountability and maintaining consistent service delivery across multiple client engagements.

Client Relations Portfolio & Operations Manager | RAD Marketing Investment Corp

Queens, NY | Oct 2007 - March 2011

Led strategic client relationships and portfolio operations for real estate investment partners, advising on property acquisitions, portfolio optimization, and asset performance across multifamily and commercial properties. Leveraged market analysis, competitive benchmarking, and investment forecasting to guide acquisition and hold-versus-sell decisions while implementing leasing strategies and operational improvements that increased occupancy, strengthened rental income, and improved long-term investor ROI.

- Managed strategic relationships with 100+ real estate investment stakeholders, providing visibility into portfolio performance, asset performance, and operational metrics while delivering data-driven insights that aligned property operations with investor expectations and overall ROI.
- Led portfolio stabilization and operational turnaround initiatives for underperforming multifamily and commercial assets, implementing leasing strategies, workflow optimization, and revenue optimization programs that increased occupancy and stabilized rental income.
- Advised investors on acquisition and disposition opportunities using market analysis, competitive benchmarking, and investment forecasting, informing purchasing decisions and supporting long-term portfolio growth and investment strategy.
- Directed operational improvement and portfolio optimization programs across multiple client portfolios, partnering with leasing teams, contractors, and property staff to improve occupancy, reduce revenue leakage, and strengthen long-term asset performance.

Health Benefits Event & Account Associate | 1199SEIU Health Benefits Funds

New York, NY | Dec 2004 - Oct 2007

Delivered healthcare benefits education and member onboarding across hospitals and healthcare facilities, serving as a liaison between union members and internal teams to support enrollment, issue resolution, and overall member experience. Coordinated outreach initiatives and engagement programs that improved benefits awareness and strengthened member satisfaction across assigned accounts.

- Planned and executed large-scale health benefits events, wellness fairs, and educational programs across hospitals and healthcare facilities, supporting member engagement, outreach, and account support for 50+ union member accounts.
- Led new member onboarding and benefits education sessions, delivering group presentations and one-on-one consultations to improve understanding of healthcare, pension, and fund programs while enhancing overall member experience and onboarding effectiveness.
- Served as primary liaison for member accounts, managing issue intake, documentation, and stakeholder communication while coordinating timely resolution across phone, email, and in-person channels.

EDUCATION

B.S. Cybersecurity, Minor in Project Management & Data Analysis | In Progress (began Jan 2025)

CERTIFICATIONS

- Google AI Professional Certificate (2026) • Google AI Essentials (2026) • Google People Management Essentials (2026) • Google Stakeholder Management Specialization (2026) • Working Effectively with Stakeholders, Google (2026)
- CompTIA CySA+ • CompTIA Project+ • HubSpot Revenue Operations Certified • Deploy & Manage Generative AI Models