

# Keith Steward, Ph.D.

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[LinkedIn](#) | [IntelligentDataWorks.ai](#) | [IDW LinkedIn](#)

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Certus Hiring Team

**Re: Vice President, AI and Data**

Dear Certus Hiring Team,

Building the AI roadmap, data foundation, and operating team for a multi-brand workforce platform closely matches my experience turning fragmented enterprise data and emerging AI capabilities into production products and measurable outcomes.

At Intelligent DataWorks, I defined product and platform strategy while recruiting and technically leading 11 engineers. We delivered a production platform using LLMs, agents, RAG, Python, APIs, vector search, and AWS within eight months. It supports 70+ automations across more than 20 workflows and accelerates selected work by up to 50x.

My data and organizational record complements that product experience. At TriMark, I prioritized more than 50 analytics use cases, grew an AWS engineering team, and delivered a data lake spanning 11 acquired businesses, reducing cross-company reporting from roughly two months to one day. At MassMutual, I implemented privacy and AI-governance platforms with access controls, monitoring, auditability, and lifecycle practices. At AWS, I advised 200+ enterprises and developed 180+ specialists.

My cloud depth is AWS-centered rather than Azure-centered, and I would bring workforce-platform adjacency rather than claim LMS expertise. Intelligent DataWorks is pursuing a strategic acquisition, and I am seeking a long-term operating role elsewhere. I would welcome a discussion about building Certus's AI and data capability.

Sincerely,

Keith Steward, Ph.D.