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iFIT Hiring Team

Re: Director, Enterprise AI Enablement

Dear iFIT Hiring Team,

The mandate to establish responsible AI foundations while helping business teams redesign work around practical automation closely matches how I have built AI platforms, governance practices, and practitioner communities.

At Intelligent DataWorks, I recruited and technically led an 11-engineer team while remaining hands-on with agentic architecture, RAG, tool use, multi-agent workflows, APIs, vector search, and AWS. We delivered a production platform within eight months that supports more than 70 automations across 20 workflows, accelerates selected work by up to 50x, and demonstrated estimated annual savings of approximately \$54,000 per adopting organization.

I also bring enterprise enablement and governance depth. At AWS, I created global AI/ML and analytics communities totaling more than 180 specialists, developed 170+ technical assets, and trained 180+ architects. At MassMutual, I led cloud implementation across five privacy and AI-governance initiatives, advised on model transparency, bias, drift, and monitoring, and delivered a platform that automated approximately 90% of a manual workflow.

My background is transferable rather than specific to consumer fitness, and I would bring direct experience across HR, Finance, Marketing, Supply Chain, product, and governance functions. Intelligent DataWorks is pursuing a strategic acquisition, and I am seeking a long-term operating role elsewhere. I would welcome a discussion about building a self-sustaining enterprise AI capability that produces safe, measurable results.

Sincerely,

Keith Steward, Ph.D.