ROSE BARRAGAN

Applied AI Consultant & AI Business Strategy Analyst | Translating AI into Business Value

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SUMMARY

Applied AI Consultant and AI Business Analyst with 5+ years bridging the gap between business strategy and AI. I help organizations identify where AI creates real value, define the use cases worth building, and guide implementation from discovery through deployment. My edge is fluency in both worlds, translating complex AI concepts into executive decisions and ambiguous business problems into clear technical requirements. I work closely with C-level executives and senior stakeholders to shape strategy and drive cross-functional initiatives. Equally comfortable analyzing data, tracking industry trends, and managing multiple workstreams, from business planning and operations to communications and organizational cadence.

CORE SKILLS AND TOOLS

AI use case identification & prioritization; AI strategy & adoption roadmaps; business requirements gathering & translation; AI maturity assessment; stakeholder management & executive communication; KPI definition, reporting & value measurement; AI governance, risk & responsible AI; GenAI enablement & prompt engineering; technology transformation program management; qualitative & quantitative research; data analysis & visualization; thought leadership & client-facing materials.

Tools: Python, R, Power BI, Tableau, Google Colab, RAWGraphs, ArcGIS, BigML, Dedoose, Qualtrics; Microsoft 365, SharePoint, Google Analytics, Canva, Adobe Acrobat, WIX Website Development, Shopify.

PROFESSIONAL EXPERIENCE

Applied AI Consultant & Senior Research Analyst - Gates Foundation
Philadelphia, PA, USA | Feb 2025 - Present

- Led applied AI consulting engagement across U.S. research universities, assessing institutional readiness to deploy AI for student success outcomes - defining the opportunity landscape and surfacing adoption barriers at scale.
- Designed and facilitated structured discovery interviews with senior stakeholders (provosts, CIOs, student success leaders) to map AI readiness, surface operating constraints, and identify highest-value adoption opportunities.
- Architected a cross-functional AI knowledge repository (100+ curated concepts) to bridge terminology gaps between research, policy, and technical implementation teams - accelerating shared understanding and faster decision-making.
- Delivered evidence-based AI adoption roadmaps and strategic recommendations - presented to and approved by university leadership - providing a phased path to responsible AI integration with clear KPIs and governance guardrails.

Faculty & AI Curriculum Designer, Generative AI and Predictive Analytics Programs - United Nations System Staff College
Remote, Turin, Italy | Feb 2022 - Present

- Co-designed and launched a full AI learning curriculum for 300+ UN staff across 25 agencies - one of the organization's first structured programs bridging operational AI literacy and data-driven decision-making.
- Delivered applied training in machine learning, generative AI, time series forecasting, and prompt engineering - grounded in UN operational datasets - measurably improving data literacy and AI confidence across field teams.
- Developed 13 advanced predictive analytics modules aligned with the UN Sustainable Development Goals (SDGs), embedding responsible AI principles and ethical safeguards into operational decision support tools.

Applied AI Consultant & AI Strategy Analyst, NTT DATA (EMEAL)
Europe | Aug 2020 - Aug 2023

- Partnered with **Google Cloud Platform** to co-develop the AI for Retail booklet, mapping 30+ production-ready AI use cases across personalization, logistics, and customer experience - directly enabling client AI roadmap conversations.
- Designed and delivered an AI Maturity Assessment framework adopted by 6+ enterprise clients to diagnose AI readiness gaps, prioritize investments, and ensure alignment with EU AI Act and Data Act compliance requirements.
- Led AI governance consulting engagements for 10+ enterprise systems across finance, retail, and public sector - translating regulatory requirements into actionable policies addressing bias detection, model transparency, and accountability structures.
- Built and executed a thought leadership strategy (whitepapers, conference keynotes, executive workshops) that increased the practice's market visibility by 35%, positioning the team as a trusted voice on Trustworthy AI in the EMEA region.

Founder & CEO, RMB Moving Chinese
China - Spain | Jan 2018 – Mar 2020

- Built and launched an immersive Mandarin Chinese education company from the ground up, designing curriculum that combined language acquisition with cultural experiences, achieving measurable gains in students' linguistic competencies and cross-cultural fluency.
- Designed and led a flagship immersive program in Shenzhen, China, blending structured classroom instruction with first-hand cultural exploration - giving students direct exposure to one of Asia's most dynamic innovation hubs and accelerating real-world language application beyond the traditional classroom.
- Instituted a data-informed feedback loop - collecting and analyzing post-program student insights to continuously refine educational offerings - building a reputation for excellence and driving high retention and referral rates.

EDUCATION

- **University of Pennsylvania - Ms. in Data Analytics & Policy** (2023 - 2025)
  Relevant coursework: Practical Programming for Data Science; Critical Data Studies in Algorithmic Governance; Applied Linear Modeling (R); Community Mapping (ArcGIS); Practical Machine Learning Methods; Research and Evaluation Design.

  Professional Development during the Masters
    - **AI Ethics Graduate Research Fellow, SAFELab** (Jan 2025 - May 2025): Conducted qualitative coding and thematic analysis on 200+ Crisis Text Line communications to surface patterns relevant to inclusive AI design. Designed and deployed pre- and post-training evaluation surveys for a digital wellness workshop reaching 100+ social media influencers.

    - **Teaching Assistant, Critical Data Studies in Algorithmic Governance, University of Pennsylvania** (Aug 2024 - Dec 2024)

- MIT Sloan and CSAIL - Executive Program in Strategic Artificial Intelligence (2020 - 2021)
- CUNEF - Double Major in Law and Business Administration and Management (Honors) (2015 - 2020)
- UC Berkeley - International Diploma Program in Business Administration (2019 - 2020)
- Boston University - Business Administration and Law (2017 - 2018)

CERTIFICATIONS AND CONTINUOUS LEARNING

- Meta Advertising with Meta
- Google Project Management: Professional Certificate
- Google Prompting Specialization
- Google AI Essentials
- Google Artificial Intelligence and Productivity
- IBM AI Product Manager Professional Certificate
- IBM RAG and Agentic AI Professional Certificate
- Quantitative Social Policy Analysis (University of Pennsylvania)
- Digital Experience: Data Science (Immune Technology Institute and Banco Santander)

AWARDS

- Fulbright Scholarship
- Women in STEM Scholarship (P.E.O. International Peace Scholarship)
- Wendy and Matthew Cherwin Endowed Scholarship at the University of Pennsylvania
- Shanghai International Studies University Summer Scholarship