

PHILLIP MOREHEAD

Technology and AI Leader · Consulting Builder · AI Native
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EXECUTIVE SUMMARY

Hands on technology and AI leader with 16 years in product and consulting. I build the internal tools a consulting firm runs on. Then I turn them into what it sells. At Sparq I built the AI systems behind sales, recruiting and delivery: a knowledge layer for a 40 person sales and consulting org, an account signals agent, an AI sourcing tool for talent and a bench redeployment app. I also drove the pricing and SOW behind an \$806K Phase 1 AI engagement with a Fortune 50 retailer.

I've taken AI to production with numbers behind it. At Launch by NTT Data I led product for an ML allocation platform that cut stockouts 37% and lifted sales 20% on high demand drops. I ran a 60+ person product org with 15 direct reports and owned its budgets and vendors. My fintech roots are at Safewire, where security was the product. I hold four Claude certifications plus AWS and Google Cloud partner credentials.

"A terrific product leader, constantly thinking about continuous improvement, for his products and himself. Excellent executive presence: calm, organized, and professional."

Gopal Kamat, former Manager, Launch by NTT Data

CORE COMPETENCIES

Technology and AI Strategy · Build, Buy and Partner Decisions · Hands On AI Development (Claude, AWS, Google Cloud) · Sales and Talent Intelligence · Reusable Consulting IP and Accelerators · AI Governance and Auditability · Budget and Vendor Ownership · Consulting Delivery Economics · Fintech and Regulated Industries · Adoption and Change Leadership

PROFESSIONAL EXPERIENCE

SPARQ · Principal Product Strategist & AI Ambassador

Remote · Sep 2025–Present

Product strategy and delivery consulting firm. I build the internal AI tools that sales, recruiting and delivery run on, and shape the AI offers the firm sells.

- Built Single Point of Truth (SPOT), the firm's AI knowledge layer for sales and consulting. GCP backed with Snowflake, role based access and an MCP server. Logged 600+ queries from a 40 person org in its first six days.
- Built Account Flare, an AI agent that watches public news on every client and lead and emails each rep a daily digest of reasons to call. Sponsored by the VP of Sales and rolled out to the sales team.
- Built Sparq Scout, an AI sourcing and resume screening tool that moves the talent team off LinkedIn Recruiter. Shipped a working version to the talent lead in under two hours.
- Built Flare, a delivery health and bench redeployment app. Leads log weekly milestone status and risk escalates on its own. Claude ranks available consultants against any staffing ask. Runs on the firm's GCP org with security guardrails on.
- Built an audit ledger demo that records every AI agent action and reasoning trace in a tamper proof log. Designed to answer the vendor diligence and responsible AI questions regulated buyers ask.
- Drove pricing, packaging and SOW structure for a Phase 1 AI engagement with a Fortune 50 retailer. Signed October 2026 at \$806K.
- Built Pitch Trainer, an AI buyer simulator that grades executive pitches against the firm's rubric. Adopted by the COO and rolled out to Solutions Consulting.
- Founded Sparq Flight School, the firm's Claude certification program. Took firm wide certifications from 36 to 100 in under four weeks at an 8% exam fail rate.

NutrAssist · Co-Founder & Chief Product Officer

Remote · Apr 2024–Present

Family nutrition startup. Scan a barcode, get a score for every member of the household.

- Own product, architecture and go to market for a consumer app on web, iOS and Android.
- Made the build over buy call to move scans off a paid nutrition API to an owned product cache seeded from USDA and Open Food Facts. Cuts unit cost at scale.

Launch by NTT Data · Director of Product

Columbus, OH · Sep 2021–Mar 2025

Led a 60+ person product org serving retail, fintech and healthcare clients.

- Led 60+ product managers, owners and scrum masters with 15 direct reports, 10 of them product leaders. Owned budgets and vendor relationships. Grew headcount 150%.
- Built NTT Data's first product org. Moved ~45 client accounts from project management to product and outcomes in 12 months. Launches ran 50 to 55% faster with fewer escalations. The model has since scaled to hundreds of PMs.
- Led product for an AI merchandising, allocation and recommendation platform for a global athletic footwear retailer across roughly 200 US stores. A hybrid ML and rules model more than doubled forecast accuracy. Stockouts fell 37% and sales rose 20% on popular drops.
- Shipped a patient intake iPad app for HCA Healthcare across 36 hospitals in the US and UK, reaching 745K monthly active users. Integrated Epic and Meditech data over FHIR and HL7. Owned device rollout, MDM and field reliability. Partnered with security and compliance on HIPAA, GDPR and NHS requirements.
- Set the launch bar for the org: success metrics agreed before every launch, tied to client revenue.

Launch by NTT Data · Consulting Manager

Columbus, OH · Dec 2020–Sep 2021

- Owned product strategy for the firm's largest account (\$20M) as executive escalation point. Grew revenue ~\$1M by launching new product lines into the account.

Safewire · Director, Product & Operations

Columbus, OH · 2020

Fintech scale up preventing wire fraud in real estate payments. Trust and security were the product.

- Created the roadmap and go to market strategy for consumer fraud prevention. Aligned resourcing across product and sales.
- Rebuilt and scaled technical and production teams 300%.

Beam Dental · Senior Product Manager

Columbus, OH · 2019–2020

- Launched partner onboarding with employee benefits platforms, opening a new channel worth ~\$250K in annual revenue. Shipped a claims dashboard that cut processing from hours to seconds.

State of Ohio, Dept. of Developmental Disabilities · Business Process Analyst / Systems Lead

2017–2019

- Led identity and access management (OAuth, SAML) for HIPAA sensitive applications serving statewide programs.

EARLIER EXPERIENCE

- Creative Arts Lifestyle, Senior Product Manager (2016–2017): Led an e-commerce replatforming. Migrated 50K orders and 25K products.
- Client Solution Innovation, Product Manager (2014–2016): Took B2B e-commerce products from concept to launch. Grew one client's revenue 417%.
- Better Together, Product Manager (2010–2014): Led consumer web and mobile products and a 12 person team. Scaled adoption from 4 to 77 campuses.

EDUCATION

B.S., Health Administration · Minor: Business Administration · Ohio University

B.S., Cybersecurity & Information Assurance · Coursework completed · Western Governors University

CERTIFICATIONS

- Anthropic: Claude Certified Architect (Professional, Foundations), Claude Certified Developer (Foundations), Claude Certified Associate (Foundations), Claude Code Partner badge.
- AWS: Certified AI Business Strategist. Hands on microcredentials in Agentic AI, Securing Agent Identities, Databases for Agentic AI, MLOps and Serverless.
- Google Cloud: Certified Partner Specialist, Gemini Enterprise Deployment; Certified Partner Specialist, Gemini Enterprise Agent Development.
- Scrum.org: PSPO I & II, PSM I & II, PPDV, PAL, PSM and PSPO AI Essentials, SAFe POPM.