

Julie Hodge

ENTERPRISE AI TRANSFORMATION LEADER | AI STRATEGY & OPERATIONS • OPERATING MODELS • STRATEGIC PROGRAMS

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EXECUTIVE SUMMARY

Enterprise AI transformation leader with 20+ years across SaaS, enterprise systems, product and program operations, and technical consulting. Builds the operating models, governance, product-to-field systems, and adoption mechanisms that turn AI strategy into measurable business outcomes. At Zuora, built the AI operating model for 300+ customer-facing professionals, translated 600+ field/customer requirements across eight AI products into prioritized roadmaps and releases, and deployed hands-on AI-enabled applications integrating MCP, enterprise APIs, and AWS. Known for creating clarity in ambiguity and translating across executives, Product, Engineering, GTM, and delivery.

Core Expertise: Enterprise AI Strategy • Operating Model Design • AI Governance & Agent Lifecycle • Product & Program Leadership • AI Adoption & Change • Agentic Workflows & MCP • Product / Engineering / GTM Alignment • Executive Decision Support • Enterprise Architecture • Time-to-Value

SELECTED IMPACT

300+ customer-facing professionals supported	8 / 600+ AI products / field requirements prioritized	7,000+ projected annual productivity hours	200+ Voice of Customer interviews synthesized into executive insights
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EXPERIENCE

ZUORA, INC. — San Mateo, CA

AI Strategy & Transformation | 2025–Present

Lead enterprise AI transformation across Global Services, redesigning operating models, product feedback, governance, adoption, and decision-making across Product, Engineering, GTM, and customer delivery.

- Built the AI operating model for 300+ customer-facing professionals and hundreds of annual implementations, establishing portfolio intake, prioritization, governance, executive reporting, adoption mechanisms, and a 24-month transformation roadmap.
- Built the Product-to-Field operating model for eight AI implementation products, translating 600+ field/Jira requirements and customer feedback into product requirements, prioritized backlogs, release plans, UX concepts, and short-, medium-, and long-term strategy.
- Designed the end-to-end AI agent lifecycle and co-defined release-readiness criteria from intake through build, testing, refinement, ownership, runbooks, reliability, auditability, access controls, rollback, documentation, support readiness, post-launch measurement, and value tracking.
- Demonstrated forward-deployed AI value by enabling a nontechnical team member with zero prior workflow experience to create and successfully deliver an AI-assisted automotive customer workflow in 20% of the estimated time.
- Built and deployed an AI-enabled Time-to-Value Acceleration application across active North America implementations, moving from v0 prototype to Codex build, connecting enterprise APIs and data via MCP, establishing source control, driving end-to-end debugging with AI coding agents, and deploying on AWS.
- Redesigned Zuora's implementation methodology for AI-first delivery in under six months, architecting 100+ deliverables across 30+ global contributors and establishing ownership, dependencies, quality gates, enablement hubs, roadshows, and executive cadences.
- Partnered with the CIO to evaluate AI platforms and select Glean as the enterprise standard; partnered with Product and Engineering on enterprise AI/MCP architecture and translated product readiness, operating-model, and risk considerations into decision-ready recommendations for senior executives.
- Accelerated a year-old AI initiative from limited internal usability to successful customer and partner pilots within three months by rebuilding trust, clarifying priorities, and aligning Product, Engineering, Services, and regional leaders around one quality bar and release path.
- Scaled adoption through a 20-person global champion network, role-based cohorts, runbooks, and use-case tracking; portfolio analysis projects 7,000+ annual productivity hours, with custom AI solutions reducing effort by 80%+ and broader tools by 30–50%.

Senior Manager, Business Operations / Strategy & Operations | 2019–2025

Led a 3–4-person Strategy & Operations team across North America and India while building the systems, governance, customer-feedback loops, and operating infrastructure that enabled Global Services to scale.

- Redesigned Zuora's Salesforce project model from a one-project/one-budget structure into a scalable customer architecture unifying original SOWs and change orders, improving data quality, portfolio reporting, budget visibility, governance, and North America revenue forecasting.

- Led a 4–5-year Voice of Customer program, synthesizing 200+ third-party post-go-live customer interviews and delivery data into regional/global themes, C-suite insights, methodology improvements, and risk actions.
- Created Global Services' first standardized delivery framework and knowledge infrastructure across Confluence, Google Drive, distribution lists, and delivery trackers, improving information flow, consistency, governance, and global scale.
- Led regional steering and escalation mechanisms across North America, EMEA, Australia, and Japan, partnering with SVPs across Sales, Customer Success, Product, and Services to surface systemic risks, align decisions, and accelerate customer outcomes.
- Partnered with Finance on period-end book close, connecting delivery operations with financial reporting and close activities.

Engagement Manager | 2015–2019

Directed complex enterprise SaaS and Quote-to-Cash transformations from discovery through go-live.

- Managed executive steering, risks, dependencies, requirements alignment, and cross-functional delivery while introducing reusable practices that later became global standards.
- Led enterprise Quote-to-Cash implementations spanning revenue recognition and ERP integration, including ASC 606/SOX requirements, Zuora Revenue workflows, and NetSuite integrations.

ACCENTURE — San Francisco, CA

Senior Salesforce Consultant | 2012–2015

Led CRM, CPQ, Quote-to-Cash, process, and architecture transformations for Fortune 500 technology and media clients.

- Advised clients including Cisco, DIRECTV, NBCUniversal, Salesforce, and Intuit; led discovery and enterprise architecture workshops with up to 30–40 global stakeholders, translating business needs into future-state processes, requirements, integration design, and delivery plans.
- Redesigned Intuit's Salesforce reporting environment, reducing report volume by 95% while improving data quality and executive decision visibility; designed processes backward from reporting needs to balance usability, governance, and accuracy.
- Conducted a one-week operational health assessment across Sales, Support, refunds, and the customer lifecycle, producing 100+ recommendations across process, training, technology, and reporting.
- Managed the post-acquisition integration of ExactTarget into Salesforce, consolidating divergent architectures into a unified enterprise platform.

INFOSYS — Fremont, CA

Global Sales Strategy Manager | 2010–2012

Built data-driven GTM capabilities and supported enterprise solutioning and global delivery.

- Built and operationalized a global win/loss insights capability combining opportunity data and customer evidence to influence GTM strategy, pricing, positioning, and forecasting decisions with regional VPs and sales leaders.
- Partnered with sales teams on executive presentations, technical strategy, solution estimation, and implementation planning, then managed global consulting teams through successful delivery and customer outcomes.

Earlier Career: Autodesk / RTT — enterprise software consulting and sales supporting automotive and manufacturing customers with advanced visualization and virtual prototyping.

EDUCATION

University of Michigan – Stephen M. Ross School of Business | Master of Business Administration (MBA), 2008–2010

University of Michigan | B.A. Computer Science, Magna Cum Laude

TECHNICAL & PLATFORM FLUENCY

AI / Automation: Glean • ChatGPT • Claude • Gemini • NotebookLM • Codex • Claude Code • v0 • Cursor • AI agents & workflow orchestration • LLM evaluation • Prompt engineering

Systems / Integration: Model Context Protocol (MCP) • AWS • Azure • Source control • Salesforce / SFDC • CPQ / Quote-to-Cash • Jira • Confluence • Slack • Tray.io • NetSuite • Data visualization