



Christel Koos

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EDUCATION

MASTER OF SCIENCE (MS)

Artificial Intelligence

Eastern University

2027 (enrolled)

MASTER OF BUSINESS (MBA)

Business Administration

Webster University

2012

BACHELOR OF BUSINESS (BBA)

Business Administration

Northwood University

2009

AI FOR LEADERS

Artificial Intelligence Certification

Harvard Business School

2025

PMP®

Project Management Certification

Project Management Institute

2023

LSSGB

Lean Six Sigma Green Belt Cert.

Project Management Academy

2023

Enterprise digital and AI leader with 10+ years of experience designing intelligent knowledge ecosystems, automation strategies, and enterprise digital platforms. Proven success leading innovative enablement initiatives, modernizing learning and content experiences, integrating enterprise systems, and delivering scalable solutions that improve knowledge discovery, operational efficiency, and customer experience. Trusted partner to executive leadership, engineering teams, and global stakeholders.

CORE COMPETENCIES

- AI Strategy & Enterprise Automation
- CMS, LMS & KM Integration
- Curriculum & Content Development
- Enterprise Digital Transformation
- Cross Functional Leadership
- Learning & Enablement Platforms
- Knowledge Architecture & Taxonomy
- Generative AI & RAG Solutions
- Systems Integration & APIs
- Technical Product Leadership

TECHNICAL & PLATFORM EXPERTISE

Core Capabilities

Generative AI • RAG • Prompt Engineering • AI Strategy • Knowledge Architecture • KPI Frameworks • Information Architecture • Content Governance • UX/UI Design • Marketing Technology (MarTech) • Technology Adoption & Onboarding • Workflow Automation

Enterprise Technologies

CMS • LMS • Knowledge Management • CRM • LXP • DAM • PIM • iPaaS • REST APIs

Platforms & Tools

OpenAI Assistants • Microsoft 365 • Copilot Studio • Power Automate • Workato • n8n • Zapier • Airtable • Salesforce • HubSpot • Sitecore • Kontent.ai • Cornerstone • Moodle • TalentLMS • SharePoint • Teams • Smartsheet • Jira • Google Analytics • Power BI • Camtasia • Figma • Adobe Photoshop • Adobe Illustrator • Lectora • Miro

RECOGNITION

2024: "Make It Matter" Award Nominated by Regional Marketing Manager

2023: "Make It Matter" Award Nominated by VP, Global Hospital Marketing & Strategy

2021: "Make It Matter" Award Nominated by VP Plasma Marketing

2021: "Make It Matter" Award Nominated by VP, Blood Center Marketing & Sales Ops

2019: MVP Award issued by PMO Director

2016: Engage & Achieve Award issued by Director, Global Product Support

RECOMMENDATIONS

Chief Information & Data Officer @ Haemonetics Corp.
“Christel is an innovative, hands-on, can-do digital leader. Tech savvy and collaborative, she brings expertise and follow-through to everything she does. Whether it's mentoring interns, working through technical issues with MSPs, formulating requirements with commercial stakeholders or navigating the legal and regulatory landscape, Christel excels at everything she does, and she is a joy to work with.”

Senior Director of Technical Operations @ Cytiva (Danaher)
“I worked with Christel directly for many years at Haemonetics and she's a standout. She jumps in with both feet to find innovative (& customer-centric) technical solutions for a variety of business issues. She's also an absolute pleasure to work with and her enthusiasm is contagious. True team-player in the best sense of the word, as well as great leader. Any organization would be very lucky to have her!!”

Principal Designer @ Planet Innovation
“... Christel is an exceptional leader with the ability to guide teams through complex challenges, especially in fast-paced environments that require managing multiple projects and competing priorities ...”

PROFESSIONAL EXPERIENCE

Founder & Director, AI & Digital Transformation Koos & Co 2025-Present
Lead AI strategy and digital transformation initiatives, helping organizations operationalize automation, modernize systems, and scale through intelligent workflows.

- Designed and deployed intelligent automation and workflow solutions, reducing manual effort and improving operational efficiency.
- Built retrieval-augmented generation (RAG) solutions integrating business data and communications to enable real-time, context-aware customer support.
- Architected scalable digital ecosystems connecting business systems.
- Built end-to-end automation workflows using OCR, data processing, and decision logic, reducing manual processing time and improving operational accuracy.

Senior Digital & Innovation Manager Vallen 2025
Led AI and digital innovation across North America, driving modernization of eCommerce, automation, and digital operations.

- Designed and launched an enterprise RAG-powered AI Copilot integrating knowledge bases, documentation, and operational workflows to improve knowledge discovery, reduce support effort, and accelerate employee enablement.
- Directed cross-functional initiatives, including communication strategies, to align Vallen.com and Vallen.ca platforms and improve UX.
- Built automated intake, routing, and workflow solutions that improved visibility, reduced manual effort, and accelerated cross-functional response times.

Senior Digital Manager (Global) Haemonetics 2016-2025
Promoted three times during tenure to lead global digital transformation, systems integration (incl. REST APIs), and enterprise platform adoption in a highly matrixed and regulated industry.

- Led global digital transformation programs modernizing platforms, establishing content governance, improving operational efficiency and customer experiences.
- Produced enterprise learning content including instructor-led training, webinars, technical documentation, user guides, and digital enablement resources supporting successful technology adoption across North America.
- Implemented AI-enabled automation and self-service solutions, reducing manual processes and support demand.
- Directed enterprise digital ecosystem spanning CMS, CRM, LMS, marketing automation, digital experience, knowledge delivery, and customer enablement platforms supporting business operations.
- Managed global cross-functional teams, budgets, and multi-million-dollar digital initiatives with a heavy concentration on customer knowledge content & delivery.
- Led global LMS implementation, curriculum strategy, and integrated knowledge experiences supporting external customer audiences worldwide.

Board of Directors Project Pride 2023-2024

- Led digital strategy and marketing initiatives to expand community engagement.
- Supported public outreach, events, and program development to grow organizational impact.

Founder/President Koos Marketing 2011-2016

- Built and scaled a marketing consultancy delivering web, automation, and brand strategy solutions by designing and executing client brand and growth campaigns.