

## Kathleen Walch



Kathleen is Managing Partner and Founder of Cognilytica. In conjunction with Ron Schmelzer, Kathleen developed the CPMAI methodology, iterating and evolving prior approaches to AI & data project management given the realities of the rapidly changing AI environment. Adopted by dozens of multinational organizations, dozens of government agencies, and NGOs, CPMAI is quickly becoming the standard methodology for AI project management best practices. Kathleen is CPMAI Certified and is a Lead Instructor on CPMAI courses and training.

As an experienced data-focused analyst with a background in marketing, Kathleen's expertise and experience in project management issues around organizational adoption of data led to the development of the CPMAI methodology. Kathleen is a dynamic presenter, researcher and thought leader on emerging technology best practices. She helped launch the AI-focused working group at ATARC and is the AI working group chair bringing her knowledge, experience, and expertise to help organizations and government agencies apply AI best practices. Kathleen was selected to join OECD's ONE AI and Expert Group on AI risk and accountability in 2019 at the OECD ONE group launch. She is often invited to present at and keynote industry events. Kathleen is also a co-host of the AI Today podcast, regular Forbes contributor, TechTarget SearchAI columnist, and SXSW Innovation Awards Judge.

Prior to her work at Cognilytica, Kathleen founded tech startup-up HourlyBee, an online scheduling system for home services where she quickly became an expert in grassroots marketing, networking, and employee management. Before that, Kathleen was a key part of the direct marketing operation for Harte Hanks managing large scale direct mail campaigns for clients including Bed Bath and Beyond and BuyBuyBaby. Managing big data analytics, she created efficiencies in the process saving thousands of dollars and days of processing time from each campaign. Kathleen graduated from Loyola University with a degree in Marketing.