

IAN GOLDEN

COMMERCIAL STRATEGY | AI-ENABLED BUSINESS TRANSFORMATION | PREMIUM CONSUMER & HOSPITALITY EXPERIENCE

STRATEGIC PROFILE

Commercial strategy and AI transformation professional spanning financial markets, hospitality, premium consumer experience, global brand activations, and independent advisory. Combines cross-functional execution, commercial judgment, analytical rigor, and enterprise AI fluency to translate complex needs into consumer-focused programs and measurable business outcomes.

CORE VALUE & CAPABILITIES

Consumer-Centric Programming • Commercial Strategy • Premium Consumer & Hospitality Experience • Partnership & Experiential Activation • Cross-Functional Execution • Stakeholder & Client Management • KPI / Performance Tracking • Project Management • AI Strategy & Adoption • Business Process Transformation • Executive Communication • Pricing & Commercial Models • Excel / PowerPoint • Power BI / Tableau

PROFESSIONAL EXPERIENCE

BNY | New York, NY

Jun 2026 - Present

Senior Specialist, Data Transfer, Integration & Quality | *Functional focus: AI & Business Strategy, Markets*

- Translate needs from traders and Markets stakeholders into structured requirements for AI agents, automation workflows, application enhancements, and engineering execution.
- Lead process discovery across Markets initiatives: interview stakeholders, map workflows, identify friction and control points, and frame opportunities for AI or automation to improve decision support and operating efficiency.
- Bridge business, product, data, and engineering teams by converting ambiguous problems into clear use cases, requirements, process maps, and prioritized execution.
- Present complex findings across specialized stakeholders in a regulated environment, strengthening executive-ready communication and cross-functional influence.

Golden Strategy & Analytics | New Jersey / Remote

Nov 2025 - Present

Independent Strategy & Data Consultant

- Advise small-business owners on operating strategy, workflow redesign, KPIs, reporting, and AI-assisted analysis.
- Structure pricing and Statements of Work while managing client relationships, scope, expectations, and delivery.
- Designed a multi-partner logistics operating model that improved coordination and created recurring-revenue opportunities.
- Build executive KPI dashboards and decision-support outputs for pricing, performance, and operating decisions.

CONSUMER, HOSPITALITY, PARTNERSHIP & ACTIVATION EXPERIENCE

FIFA Club World Cup | New York Metro

Mar 2025 - Jul 2025

Partner Rights Delivery - Commercial Partnerships (Volunteer)

- Supported cross-team delivery of sponsorship and experiential activations for international commercial partners, contributing to branded partner experiences and on-site execution.
- Served as a liaison among commercial partners, venue operations, and internal teams to coordinate contractual deliverables and resolve execution issues in real time.
- Executed in a high-visibility environment where brand presentation, partner expectations, venue constraints, and operational delivery had to remain aligned.

Marriott International - SpringHill Suites | Ewing, NJ

Oct 2022 - Jun 2023

Sales Coordinator | *Hotel Sales & Commercial Operations*

- Supported sales operations across two hotel locations through CRM management, client and pipeline data, commercial follow-up, recurring reporting, and coordination across property teams.
- Supported reservations and corporate clients while promoting relevant upgrades, event spaces, loyalty offerings, and the Marriott Bonvoy credit card, building direct exposure to hotel guest experience and commercial service.
- Built Tableau dashboards and recurring sales reports to improve visibility into client follow-up, sales activity, and property-level performance.

Life Time Athletic | Princeton, NJ

Mar 2024 - Present

Member Concierge | Premium Client Experience & Membership Sales

- Serve as a front-line advisor for membership sales, onboarding, retention, and service recovery in a premium fitness-resort environment, combining commercial conversion with relationship-led client experience.
- Convert membership inquiries into enrollments while handling high-volume client requests, transactions, and sensitive service issues; support sales performance through responsive follow-up and relationship-led service.
- Conduct retention outreach and escalate complex concerns to leadership, balancing business objectives with responsive, high-touch service standards.

ENTERPRISE TRANSFORMATION & OPERATING RIGOR

New Jersey Department of the Treasury | Trenton, NJ

May 2024 - Jun 2026

Database Analyst 1 (Database Administrator)

- Led 50+ enterprise database and server migrations supporting statewide financial systems while protecting continuity of business-critical revenue processes.
- Increased DREAMS revenue-system processing capacity from 28,000 to 71,000+ daily records through workflow and performance optimization - a 150%+ increase.
- Resolved recurring production issues and supported modernization across regulated environments, reinforcing disciplined root-cause analysis, risk awareness, and measurable improvement.

New Jersey Department of the Treasury | Trenton, NJ

Jan 2023 - May 2024

Database Analyst 2

- Built a data inventory and governance framework across 152 databases and 31 servers, improving visibility and control across regulated financial systems.
- Supported Oracle and SQL Server modernization and partnered with governance, Microsoft, and Cisco stakeholders on cross-functional infrastructure and compliance issues.

New Jersey Department of Health | Ewing, NJ

Dec 2021 - Jan 2023

IT Specialist - Lead Network & Windows Administrator

- Supported technology operations across eight healthcare facilities and 400+ users; served as a primary escalation point, balanced competing service priorities, and mentored two technology assistants.

EDUCATION

William Paterson University | B.S., Computer Science

TECHNOLOGY & BUSINESS TOOLS

AI use-case discovery • Agentic workflows • Business automation • Excel • PowerPoint • Power BI • Tableau • SQL • Python • Salesforce • Microsoft 365 • Visio