

MEDIA KIT · HOUSTON, TX

Craig Brown, PhD

Technologist helping business and technology leaders turn data and AI into decisions they can trust.

AI readiness · Data integration · Data governance · Analytics strategy · Tech careers & STEM access

ABOUT

Dr. Craig Brown is a PhD technologist and data analytics practitioner based in Houston. He has spent more than three decades helping organizations get real value from their data, as a leader who has worked for Fortune 100 companies across his career.

He holds a PhD in Management Information Systems and a Master of Business Administration from The Wharton School of the University of Pennsylvania, as well as a Bachelor of Science in Computer Science from the School of Engineering and Applied Science, University of Pennsylvania.

On LinkedIn he writes for executive leaders, data leaders, and leaders in architecture and cloud about AI, machine learning, data-driven technologies, integration and practical analytics.



PUBLISHED BOOKS & ARTICLES

Book
Author, *Untapped Potential: The Supreme Partnership of Self* (Amazon)

Apr 2026
Why Most Enterprise AI Strategies Fail Before They Start

Apr 2026
Scaling Data Ingestion from Hundreds to Thousands of Sources Without Breaking the Platform

Apr 2026
Driving 25–30% Cloud Cost Reduction Without Slowing Innovation

Apr 2026
Leading a Multi-Cloud Data & AI Platform Transformation Across a Regulated Enterprise

Apr 2026
Leading Multi-Cloud Transformation Without Creating More Complexity

Jul 2019
Data governance is key to a data-driven business

Jul 2019
Big data challenges impacting data-driven business goals

All articles: craigbrownphd.com/writing

AUDIENCE

667K+	126K+	30K
LinkedIn followers	X followers: @DrDataScientist, @craigbrownphd	Facebook followers

820K+ combined followers · publishing on technology, data and AI since 2009

WAYS TO WORK WITH CRAIG

Conference keynotes and panels. Keynotes, fireside chats and panel discussions on enterprise AI, Agentic AI and data leadership.

Podcast guest. Conversations on AI strategy, AI Agents, data platforms and leading through technology change.

YouTube and video. Guest appearances, interviews and expert commentary for video series and channels.

Social media collaborations. Co-created content, live sessions and campaigns with brands and creators in AI, data and cloud.

Brand ambassador. Ambassador-level advocacy for organizations whose AI, data or technology mission he believes in.

Webinars and roundtables. Executive roundtables, webinars and community events for technology and business leaders.



WHY BRANDS PARTNER WITH CRAIG

Craig leads enterprise AI and data platforms today, in regulated industries. Your audience gets lessons from programs he has actually run, so technology leaders leave with takeaways that save them time and money as they bring AI into their organizations.

Get the strategy right before buying models

More than a decade leading enterprise AI and data strategy

Most enterprise AI strategies fail before they start. Line up architecture, governance and the operating model first, and the spend on models pays off.

Trusted data is the first AI control

1,500+ of 2,400+ sources moved to a lakehouse · ~40% faster queries

AI is only as good as the data under it. Consolidating and governing sources early is the cheapest way to avoid failed pilots later.

Innovation and cost discipline go together

25–30% lower annual cloud operating costs through FinOps

Shared accountability for cloud spend frees budget for AI without slowing the teams that build it.

Tie AI to decisions, not demos

$40M+ capital-allocation savings · 23% lower downtime costs

Machine learning earns its keep when it changes a business decision, such as where to invest or when to service an asset.

People before platforms

Built 45+ person technology organizations from the ground up, twice

The best platform fails without a team that understands and owns it. Hire and structure for ownership before scaling tools.

Governance that speeds adoption

Banking, insurance, healthcare and energy · HIPAA, SOC 2, GDPR, PCI DSS, FedRAMP

Built in from day one, governance gets AI through risk and compliance reviews faster instead of stalling it.

SPEAKING TOPICS

Agentic AI in the enterprise

What it takes for AI Agents to act safely and usefully inside real business workflows.

Why AI strategies fail before they start

Aligning architecture, governance and operating models before investing in models.

From AI pilot to production

The operating model, MLOps and scorecards that turn AI experiments into business results.

Medallion architecture meets AI Agents

How bronze, silver and gold lakehouse layers become the trusted foundation for Generative AI and AI Agents.

Responsible AI and governance

Governance that speeds up AI adoption in regulated industries instead of slowing it down.

Leading AI and Machine Learning transformation

Lessons on people, platforms and cost discipline from large multi-cloud programs.