

# Hunter Borman

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Director of AI driving enterprise-wide AI strategy, adoption, and automation across high-growth CPG and SaaS environments. Experienced in leading teams, influencing executives, and operationalizing AI with measurable impact.

## EXPERIENCE

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**CYMBIOTIKA** (9-FIGURE CPG SUPPLEMENT BRAND)

SAN DIEGO, CA

**Lead of AI**

FEBRUARY 2025 - ONGOING

Driving company-wide AI strategy, cross-functional transformation, and data infrastructure for a 9-figure wellness brand.

- Partner directly with the CTO to define AI strategy, align executive priorities, and shape company-wide implementation across marketing, CX, product, and engineering
- Manage a team of 2 engineers and oversee the full AI project lifecycle; scoping, technical design, and execution
- Built a unified product subscription bundle page with dynamic personalization, including AI-generated product cards and an AI generated cart description that has 3x conversion rate of standard landing pages (see below)
- Architected an enterprise identity graph and automated CX workflows that eliminated hundreds of manual processes while strengthening segmentation and lifecycle strategy
- Designed a fully bespoke, brand-aligned AI chatbot handling subscription management, order support, and product guidance, seamlessly integrated into existing CX systems and internal data platforms
- Built a fully automated VIP concierge system that proactively engages high-value customers via personalized plain-text emails generated from each customer's history, including purchases, reviews, quizzes, and daily check-ins

### Product Example:

- AI-powered bundle builder (mobile): <https://cymbiotika.com/pages/create-your-bundle>
- Bespoke Comprehensive Chatbot (bottom right corner): <https://cymbiotika.com/>

**TRILOGY** (SAAS COMPANY ACROSS 10+ DOMAINS)

REMOTE

**AI Solutions Leader**

FEBRUARY 2024 - FEBRUARY 2025

Led AI automation and architecture for a 500+ FTE organization, owning delivery of solutions across business units.

- Served as the company's primary AI architect, delivering end-to-end solutions; requirements, stakeholder alignment, architecture, launch, adoption, and optimization
- Built distributed acquisition analysis system processing 5,000+ documents per deal in <1 hour, leveraging o1-mini for risk detection that cut false negatives 90%, reduced legal spend 70%, and saved \$400K+ across last 3 acquisitions by surfacing 75+ different critical liabilities pre-close.

**SMARTER SORTING** (CPG CHEMICAL MANAGEMENT SERVICES)

REMOTE

**Computational Chem Solutions Architect**

MAY 2022 - FEBRUARY 2023

- Built hybrid AI + rule-based matching systems achieving 98.5% accuracy while reducing compute by 40%
- Coordinated engineering, data, and QA teams to accelerate processing of 4,000+ identifiers/day, cutting lookup delays 85% and reducing incomplete entries from 13% to 4.5%

## EDUCATION

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**UNIVERSITY OF FLORIDA - HONORS COLLEGE**

GAINESVILLE, FL

CHEMISTRY - BACHELOR OF SCIENCE | PHILOSOPHY - BACHELOR OF ARTS

2019 - 2023

ARTIFICIAL INTELLIGENCE APPLICATIONS - CERTIFICATE | PHYSICS - MINOR

- Machen Florida Opportunity Scholar: Awarded selective full-ride scholarship with stipend for first-gen students