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VP of AI Strategy & Architecture *(Remote or on-site role)*

Job Type:	Travel:	Experience:	Education:	Salary:
Full Time	Minimal	6+ Years	B.S./B.A.	Competitive, DOE

About SmithGeiger Group

For more than 25 years, SmithGeiger Group has been a trusted research and insights partner to some of the most celebrated media and entertainment brands in the world. We combine rigorous quantitative and qualitative methodology with actionable strategic counsel to help clients measure, understand, and influence their audiences.

About the Role

Are you ready to define how artificial intelligence reshapes the future of a leading marketing research firm from the ground up? Does the challenge of building enterprise-scale AI systems that change how an organization thinks, delivers, and competes get you out of bed in the morning?

SGG is seeking a senior AI leader to set and operationalize the company's long-term AI strategy across research, analytics, operations, and client delivery. This role will architect how artificial intelligence transforms SGG, from workflow automation and insight generation to proprietary research methodologies, knowledge systems, and AI-enabled client capabilities.

The ideal candidate brings a rare combination of strong technical fluency in applied AI systems and enterprise architecture, an understanding of the marketing research and insights workflows, and the strategic leadership to guide organization-wide transformation. This individual will serve as SGG's senior authority on AI strategy, governance, and applied innovation by establishing enterprise standards, evaluating and building scalable systems, advising executive leadership, and ensuring AI investments create measurable, durable competitive advantage.

Responsibilities

Enterprise AI Architecture & Strategy

- Define SGG's enterprise AI architecture, including model strategy, automation frameworks, data integration standards, knowledge systems, and governance layers
- Establish scalable, reusable patterns for AI integration across research operations, analytics, reporting, and internal business systems
- Identify opportunities to develop proprietary AI-enabled methodologies, tools, and client-facing capabilities that differentiate SGG in the marketplace
- Lead build-vs-buy decisions related to AI tooling, proprietary system development, and third-party research technology platforms

- Advise executive leadership on long-term AI investment priorities, organizational design implications, and emerging competitive risks and opportunities

Research Operations Transformation

- Partner with division and production team leads to design and implement AI-augmented workflows spanning the full research lifecycle: survey design, fielding, data processing, quality control, analysis, and delivery
- Architect integrations between AI platforms and SGG's research, project management, and client delivery systems using API-driven, scalable approaches
- Evaluate and integrate emerging research AI capabilities including synthetic data, qualitative-at-scale, NLP/sentiment analysis, retrieval-augmented generation (RAG), and predictive analytics
- Collaborate with analytics and data visualization teams to elevate the quality and differentiation of AI-assisted client deliverables

AI Governance & Risk Management

- Establish and maintain SGG's enterprise AI governance framework: usage policies, data privacy safeguards, vendor evaluation standards, and responsible AI guidelines
- Manage strategic AI and research technology vendor relationships, including capability assessments, contract oversight, and ongoing performance evaluation
- Ensure compliant and ethical use of AI across research workflows with particular attention to client data security, panel quality, and research integrity standards
- Monitor the evolving AI landscape and translate emerging developments into informed strategic recommendations for SGG leadership

Executive Influence & Organizational Change

- Serve as a strategic advisor to executive leadership on AI opportunities, organizational readiness, and operational transformation
- Lead enterprise AI adoption efforts, including change management, cross-divisional alignment, and building durable internal capability – not just tool deployment
- Influence cross-functional prioritization and investment decisions related to AI initiatives across all six divisions and production teams
- Build internal AI capability frameworks, enablement resources, and training programs that move the organization from AI awareness to operational AI fluency at scale

Success in This Role Will Be Measured By

- Measurable operational efficiency gains across research and production workflows
- Successful adoption of AI-enabled systems across divisions, with documented quality and speed-to-insight improvements
- Development of differentiated, proprietary AI-enhanced research capabilities
- Responsible governance and risk management of AI usage across the organization
- Demonstrable strategic influence on SGG's long-term positioning and competitive differentiation through AI

Requirements

- 6+ years of experience in marketing research, data strategy, analytics, research technology, or adjacent innovation-focused roles

- Demonstrated leadership driving enterprise technology transformation, AI adoption, or operational modernization in a client-service-oriented organization
- Strong command of quantitative research fundamentals: survey methodology, data quality, statistical analysis, and insights communication
- Experience designing scalable AI-enabled systems and enterprise workflows, including orchestration layers, API-driven architectures, and knowledge retrieval systems
- Familiarity with modern AI infrastructure concepts including embeddings, vector search, retrieval-augmented generation (RAG), agentic workflows, and model evaluation frameworks
- Working proficiency with generative AI platforms and applied expertise in LLM-based workflow design and enterprise deployment
- Experience with workflow orchestration and automation platforms
- Proficiency with analytical tools and scripting environments such as Python, R, SQL, SPSS, or DisplayR
- Experience with data visualization platforms such as Tableau, Power BI and other similar platforms
- Strong understanding of data governance, security, privacy, and enterprise AI risk management
- Proven ability to advise executive leadership and influence strategic investment decisions
- Exceptional cross-functional communication skills; equally credible with technical teams and senior business stakeholders
- Ability to assess and lead build-vs-buy decisions across AI tooling, platforms, and proprietary capability development

Educational Requirements

- Bachelor's degree required in Computer Science, Statistics, Mathematics, Psychology, Communications, Marketing, or a related field
- Master's degree or advanced training in a data-intensive or research-focused discipline preferred
- Relevant AI/ML certifications or formal coursework are a plus

Other Considerations

- Deep knowledge of the media, entertainment, broadcast, or streaming research landscape is a significant advantage
- Our office is in Westlake Village, near Thousand Oaks, 40 miles northwest of Los Angeles; hybrid arrangements considered for the right candidate

Please submit your resume and cover letter to: careers@smithgeiger.com

Cover letters are required — candidates will not be considered for an interview without one.

Individual candidates only; recruiting and search firms need not apply at this time.