Meg Roughen

Workplace & AI Enablement Senior Leader | Adoption · Governance · ROI

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Executive Summary

Strategic, execution-focused leader with a proven track record of driving enterprise technology adoption, automating modern business workflows, and scaling high-impact digital programs across global organizations. Bridges technical capabilities with executive business priorities to embed intelligent automation and lead cross-functional change.

- **AI & Digital Transformation Strategy:** Translating complex capabilities (Agentic AI, Skills, GPTs, LLMs) into measurable business value and front-line adoption.
- **Workflow Orchestration & Modernization:** Mapping end-to-end processes, reducing operational friction, and building scalable frameworks for internal automation.
- **Team Leadership & Talent Development:** Recognized people manager who mentors early-career and more experienced talent and builds cross-functional advisory groups.

Core Competencies

- AI Adoption & Enablement
- Executive Communication
- Intelligent Automation
- Responsible AI Governance
- Stakeholder Alignment
- Digital Literacy & Training
- Change Management
- Voice of the Customer
- Global Team Leadership

Professional Experience

Experian | St Simons Island, GA (Remote) — May 2023 – Sept 2026 (3 years)

Global Head of Experian Digital Workplace & AI Enablement

Why it matters: *AI pays off when people use it. I build the strategy, governance, feedback loop driving enterprise adoption.*

80%+ of employees (17k+) actively using at least 1 AI tool in their daily work	**65%+** of employees using 2 or more AI tools. Current focus on selecting the appropriate model, balancing token costs.	**12k+** chatGPT Enterprise users onboarded through a bespoke 4-week journey, enabled in phases over 90 days

- Developed the AI enablement strategy and playbook for a ChatGPT Enterprise acceleration of 12k users enabled over 90 days; extended the same approach to Claude Enterprise (over 6k users enabled) and Microsoft Copilot Premium, used across the enterprise.
- Partnered with colleagues in legal, compliance, security, risk, HR, and other groups to develop, implement, and raise awareness of the global AI acceptable use policy (AUP) governance framework, driving responsible use and balancing risk with the benefits of AI tools and platforms.
- Built the Digital Experience (DEX) Office and Voice of the End User (VoEU) feedback funnel with closed-loop action planning; launched the Digital Experience Advisory Board, a cross-geography senior leader group that shapes digital workplace strategy. Combine telemetry with sentiment to drive actionable improvements.
- Lead a 26-person organization (four direct-report leaders and one individual contributor for VoEU program) of developers, project managers, and enablement professionals, plus a cross-functional team of AI & technology evangelists driving global, low friction adoption.
- Manage an approximately $3M annual budget, including the Automation Anywhere RPA and agentic AI platform.
- Recruited in 2023 to build and grow the function, from the ground up. Recognized in 2025 in the inaugural International Women's Day awards for technology leadership and innovation; High Performer two consecutive years.

Invesco, LTD | Atlanta, GA 2016 – 2023 (7 years)

Head of Technology Customer Experience (CX) | North America

Why it matters: *The same user-first enablement approach, proven at scale: 5,000+ colleagues across 22 offices and a 98% remote shift in 2020.*

- Promoted twice in three years to lead 7 managers and approximately 60 analysts delivering customer-centric technology support; advocated for the employee experience of 5,000+ colleagues across 22 North American offices. Managed a $2M end-user hardware budget.
- Championed Workplace Experience (WX), driving adoption of Microsoft and other tools across automation, productivity, collaboration, and efficiency.
- In 2020, led the operational shift of 98% of the workforce to remote work, with emphasis on collaboration (Microsoft Teams) and user advocacy; met or exceeded OKRs.
- Created TechTalk, a multi-channel education program that increased self-sufficiency in a supportive, non-intimidating environment, and developed and implemented a Digital Literacy program to build awareness and adoption of emerging technology.
- Partnered with HR to digitize new-hire onboarding resources, aligning technology and HR policies to improve first impressions and reduce early friction.

Southern Company | Atlanta, GA 2005 – 2016 (11 years)

IT Manager | End-User Technology – Mobility, Connectivity, and Education (2014 – 2016)

Why it matters: *Where the foundations were built: ITIL service discipline, end-user education, and technology adoption at 31k+ workstation scale.*

- Promoted from supervisor to manage ~12 analysts and one team lead enabling employees to connect from Any Device from Anywhere, easily, safely and securely; managed a $2M departmental budget and vendor relationships.
- Created a new end-user education function, including a training and awareness program for field resources, and IT Connect, an Apple Genius Bar-like space for in-person technology help from experienced IT staff.
- **2005 - 2014:** Earlier at Southern (IT Supervisor, Planning Analyst, Technical Consultant, Requirements Analyst): directed a system-wide Windows 7 migration across 31k+ workstations, implemented AirWatch for 18k+ mobile devices, and served as Remedy Product Owner, implementing ITIL processes for 1,000+ users.

Early career: Engineering Consultant & Project Engineer, Cardozo Engineering (2003–2005); Project Environmental Engineer, TetraTech NUS (2002–2003)

Education and Certifications

Bachelor of Science | Civil Engineering University of Virginia | Charlottesville, VA 2002

Information Technology Infrastructure Library (ITIL) | V3 Foundation Certification 2009

Recognition, Speaking & Leadership

- **Speaking:** Grace Hopper Celebration Speaker on AI for Productivity and Panelist for Combating Stereotypes in AI (2025); Internal Experian Podcast Guest, "AI as a Teammate, not a Tool" (2026).
- **Recognition:** Inaugural Technology Leader Award, Women in Experian (2025); Mary Benson Excellence in Mentoring Award, Invesco (2022); OneTech Award (2017, 2018, 2021); Principles at Work Award (2017).
- **Leadership:** Chair, Women in Experian Development Workstream (2023–2024); Founding Member, Invesco Women in Tech NA (2020–2022); Regional Leadership, Invesco Women's Network (2016–2023); SWE Atlanta Executive Board (2005–2010).

Why I am a strong fit

An energizing, user-first AI and workplace enablement leader who turns technology into adoption and value, trusted by senior leaders, valued by teams, and backed by results across global organizations.

Work & Personality Styles: **Myers Briggs:** ESTP | **Right Path:** Motivator-Networker Blended | **DiSC:** iD