TRUNG HOANG, PhD

APPLIED AI & DIGITAL TRANSFORMATION LEADER

Enterprise AI | AI Strategy | Customer Data & Analytics | Enterprise Platforms | MarTech

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Executive Profile

Director-level technology leader with a doctorate in Chemical Engineering and a progression from full-stack development to enterprise leadership. Leads applied AI initiatives, intelligent automation, customer data capabilities, and enterprise platform modernization by translating business priorities into scalable technology strategy. Combines hands-on engineering and quantitative training with cross-functional leadership across Marketing, Sales, Data and Analytics, Brand, Product, IT, Privacy, and Legal. Experience spans generative AI adoption, AI use-case and vendor evaluation, CRM and marketing automation, enterprise platform strategy, technology governance, and multi-million-dollar budget management.

Leadership And Technology Focus

Applied AI | Enterprise AI Strategy | Generative AI / GenAI | AI Agents | Intelligent Automation | Digital Transformation | Customer Data Platforms / CDP | CRM & Marketing Automation | Platform Strategy | Technology Governance | Cross-Functional Leadership

Professional Experience

Applied AI and Technology Consultant

February 2026-Present

- Advise on technical strategy and business positioning for a conversational AI agent focused on commercial real estate.

Insperity

Progressive Technology Leadership | Houston area | 2019-2026

Director, 2024-2026 | Manager, 2022-2024

Supervisor, 2021-2022 | Full-Stack Developer, 2019-2021

- Advanced from full-stack developer to Director, expanding responsibility across Applied AI, enterprise platforms, customer data, CRM, marketing automation, analytics, digital experience, content operations, work management, and technology governance.
- Led evaluation, stakeholder alignment, and deployment planning for AI agents, including AI sales development representative avatars for outreach and conversational AI on the corporate website.
- Partnered with IT to deploy Microsoft Copilot for Marketing, supported a knowledge-discovery pilot, and introduced Jasper AI and Adobe AI into content and creative workflows.
- Led enterprise Customer Data Platform evaluation across Adobe, Salesforce, and Hightouch, recommending Hightouch for alignment with Snowflake lakehouse architecture.
- Enriched hundreds of thousands of Eloqua records with ZoomInfo and 6sense data to better identify, segment, and target high-quality marketing-qualified leads.
- Integrated Eloqua Contact and Campaign Objects with Salesforce to enable real-time campaign performance reporting and stronger attribution.
- Delivered results through the Insperity.com redesign and relaunch: improved page-load speed by 20%, increased mobile traffic by 75%, and increased branded search traffic by 46% year over year.
- Increased annual form fills a 30% gain, through the Insperity.com redesign and relaunch.
- Managed a multi-million-dollar annual marketing technology budget, including vendor strategy, investment planning, and commercial negotiations.
- Modernized enterprise marketing operations through Adobe Experience Manager Assets, Adobe Workfront, Workfront Planning, Monday.com, and Uptempo.
- Partnered with Privacy, Compliance, and Legal to operationalize governance workflows in OneTrust and DocuSign CLM.

- Negotiated an automated-testing platform at minimal first-year cost in exchange for customer-reference rights and achieved 100% team certification.

Earlier Career

Hydrogen Production, Fuel Cells and Research

Hylect, LLC - Vice President (2016-2017): Developed mobile fuel-cell applications and led clean-technology product development. Everette Energy - Senior Engineer/Scientist (2015-2016): Led hydrogen-production and steam-reformer research for fuel-cell applications. The University of Texas at Dallas - Research Associate (2015-2016): Supported grant development and research on hydrogen-production efficiency. University of Houston-Clear Lake - Visiting Assistant Professor (2011-2015): Taught chemistry, kinetics, and biofuels; researched reaction engineering and catalysis for polymer synthesis and biofuels refining.

Education

Doctorate in Chemical Engineering

Advanced quantitative and scientific training in structured problem solving, experimentation, analytical reasoning, and technology evaluation, with direct application to AI, data, and enterprise platform decisions.

Technology Experience

AI and productivity: Microsoft Copilot, Jasper AI, Adobe AI; evaluation and deployment preparation for AI SDR avatars and conversational AI.

Customer data and revenue: Salesforce CRM, Oracle Eloqua, Snowflake ecosystem, ZoomInfo, 6sense; CDP evaluation across Adobe, Salesforce, and Hightouch.

Platforms and delivery: Adobe Experience Manager, GA4, Cloudflare, Adobe Workfront, Workfront Planning, Monday.com, Uptempo, OneTrust, DocuSign CLM, React, and full-stack development.

Target Leadership Scope

Seeking Director or Senior Director roles in Applied AI, Enterprise AI, AI Strategy, AI Transformation, Digital Transformation, Intelligent Automation, Customer Data and AI, Enterprise Platforms, or MarTech and GTM Technology, with a focus on responsible adoption and AI governance.