

# Mitchell Williams

## AI ENABLEMENT AND ADOPTION · COMMUNICATIONS AT ENGINEERING SCALE · PRODUCTION AGENT BUILDING

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### SUMMARY

**Enablement lead who treats adoption as a legibility and trust problem, not a mandate problem.** The arc runs journalist to communications strategist to applied-AI builder: translating what a system does into terms the people who must trust it can verify.

**Eight years at Google: six reaching a global workforce, two serving its 1,000+ most senior engineers while building the AI tools myself, inside the program I ran** at Cross-Google Engineering (xGE).

**Before Google, a decade of live national news,** an adoption environment with zero patience for ill-fitting tools. Resistance is a design signal, not a people problem.

### SELECTED BUILDS

- **tax-verification-agent** · Citation-gated verification on Claude over a four-layer IRS knowledge base; every claim cites its source or surfaces as a placeholder. Caught a ~\$19K multi-state error that filing software pre-filled and defended as correct. Public on GitHub.
- **broll-pipeline** · Seven-stage script-to-short creative-AI pipeline in Node and ffmpeg on the ElevenLabs stack; every API call logs to a committed run manifest. Live demo: a 69-second short plus Spanish dub, \$3.32 all-in. Public on GitHub.
- **career-ops** · Cost-governed multi-agent system, dozens of automations operated daily: multi-LLM council with dealbreaker adjudication, autonomous regression-guard and bug-resolver pipeline, Claude Code skills and MCP servers, live operations dashboard. CI-green, test-covered.
- **Executive digital twin (Google xGE)** · Gemini agent with a voice "Constitution" plus a banned-phrase verification checklist; drafted high-stakes VP communications, cutting review back-and-forth with the VP by about 70%. voice-os, its public personal descendant, is on GitHub.

### FIT FOR AI ENABLEMENT / TRANSFORMATION LEAD

- **Build the tools you ask people to adopt:** Two production AI agents built and shipped myself inside the xGE program I ran; on personal time, a citation-gated tax agent that caught a ~\$19K error and a \$3.32-per-short creative pipeline.
- **Training people choose to attend:** Designed and ran xGE Connects, senior engineers teaching the tier below; Q1-2026 sessions drew record attendance.
- **Governance that unblocks rather than blocks:** Overhauled xGE approvals governance (user guide, matrix, roles framework); drove cross-org mandates (Keystore Rotation, Memory Safety TRR) to approval.
- **Certified on the tooling:** Anthropic-certified (Claude 101, Agent Skills, Model Context Protocol, Skill Builder); in Claude Code daily.

### EXPERIENCE

#### Internal Communications Lead

Google · Cross-Google Engineering (xGE) | June 2024 – Present

Communications lead and program manager for the horizontal org driving technical change across Google.

#### Executive-communications digital twin (Gemini)

- **Problem:** VP communications required long review cycles to hold a consistent voice.
- **Action:** Built a Gemini agent with a voice "Constitution" and banned-phrase verification checklist.
- **Impact:** Cut review back-and-forth with the VP by about 70%.

#### xGE Connects, peer-led technical workshop series

- **Problem:** Senior engineers' expertise was not reaching the tier below repeatably.
- **Action:** Designed and ran the peer-led speaker series plus the annual roadmap survey.
- **Impact:** Q1-2026 sessions, hosted by Google DeepMind engineers, drew record attendance.

#### Communications-triage agent (Apps Script + Gemini)

- **Problem:** Senior-IC comms intake consumed operator hours on low-complexity requests.
- **Action:** Built and deployed a three-prompt pipeline (triage, revise in Smart Brevity, escalate) with conditional knowledge-base loading and tiered routing.

- **Impact (design targets):** Designed to auto-handle roughly 55% of inbound requests without escalation (est.), projected to recapture ~160 operational hours/year (est.); documented and handed off with a full operator runbook.

### MEJ (My Engineering Journey), AI mentorship-matching agent

- **Problem:** Manual mentorship matching ran ~3 hours per match and capped capacity.
- **Action:** Prototyped the agent and app as lead PM and architect: Python matching engine, Gemini prompt-chaining, security guardrails.
- **Impact (design targets):** Designed to cut per-match time to ~20 minutes and lift half-year capacity from ~15 to 50 matches.

### Senior Communications & Content Strategist

Google · Corporate Engineering (TechStop) | April 2018 – June 2024

- **Day-One onboarding overhaul:** Rebuilt live technical orientation into a self-service curriculum; delivered to 75,000+ new hires at an 88% CSAT score.
- **Q1-2020 global remote-work shift:** Directed the communications, content, and logistics-support strategy; self-provisioning efficiency rose 80% the following quarter.
- **Talent-branding content portfolio:** Ran engineering talent-branding across video and editorial; 1.7M+ YouTube views.
- **2023 self-help content audit:** Lifted self-service solvability 9.03%, roughly 10,670 fewer tickets per year.

### EARLIER CAREER: LIVE NATIONAL NEWS (2010 – 2018)

The engine of live news is the engine of enablement: adoption earned through legibility and trust, one broadcast at a time.

- **AJ+, Senior Producer (2016 – 2018):** Led 10+ producers; designed a day-of explainer production line (proof-of-concept: 50M+ views) that doubled as a talent pipeline: three producers I coached became on-camera principals with Emmy and Webby wins.
- **Fusion (ABC News / Univision), Senior Producer, "America With Jorge Ramos" (2013 – 2015):** Owned daily line-production on the primetime flagship through a 179% viewership-growth window (40M households).
- **HuffPost Live, Segment Producer (2012 – 2013):** Produced through the award-winning launch era (Mashable "Biggest Innovation in Media," 2012; Webby, 2013).
- **Al Jazeera English "The Stream" · CCTV America (2010 – 2012):** Founding-team Associate Producer on the network's social-first live show; launch night (250M households) pivoted to the bin Laden raid and pioneered social-data journalism.

### EDUCATION

BA, Journalism | Indiana University Bloomington

### CERTIFICATIONS

AI Fluency · Claude 101 · Agent Skills · Model Context Protocol (March 2026) · Skill Builder, Opus cohort (May 2026) | Anthropic

### SKILLS

**Program, Enablement & Communications:** AI enablement and adoption, internal training design and delivery, change-management programs, governance and approvals frameworks, metrics design, internal-comms strategy at engineering scale, executive communications, change-management narrative design, voice and tone calibration.

**AI / Agents:** agent design (Apps Script + Gemini, Node.js), LLM orchestration, multi-agent systems, Model Context Protocol (MCP), Claude Code skills, prompt engineering, eval / regression infrastructure, citation-gated RAG.