

Mitchell Williams

PRODUCT AND TECHNICAL COMMUNICATIONS · PRODUCTION AI AGENT BUILDING · SOURCED-CLAIM DISCIPLINE

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SUMMARY

Communications manager who understands what the models actually do, because the audience can tell when you do not. Journalist, then communications and content strategist, then applied-AI builder; the habit that carries through: every claim gets a source.

Eight years at Google in executive and engineering communications. Wrote for then-CIO Ben Fried at Corporate Engineering, then ran communications for Google's 1,000+ most senior engineers at Cross-Google Engineering (xGE), building two production LLM agents for the communications function itself.

Before Google, a decade of live national news at AJ+, CNN, Fusion, HuffPost Live, and Al Jazeera English. Ten years deciding what ran teaches you what a working journalist needs from a technical story.

FIT FOR PRODUCT, TECHNICAL, AND RESEARCH COMMUNICATIONS (AI-NATIVE)

- **Understand the technology from the inside:** Built and deployed two production LLM agents solo at xGE, plus public multi-agent systems on my own time.
- **Source every claim:** Built a citation-gated verification agent where no claim surfaces without its source; it caught a ~\$19K error commercial software defended as correct.
- **Write for technical audiences that punish spin:** the annual 600-person summit, quarterly forums, and the Distinguished / Principal Engineering newsletters.
- **Produce external content at reach:** Google engineering talent-branding campaigns (1.7M+ YouTube views); AJ+'s day-of explainer line (proof-of-concept: 50M+ views).
- **Work the journalist's side of the desk:** Booked one of Foreign Policy's 2012 Top 100 Global Thinkers onto a live panel, produced an exclusive Netanyahu interview, and surfaced on-record admissions from sitting U.S. Senators.

EXPERIENCE

Internal Communications Lead

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

Communications lead and program manager for xGE, the horizontal org that drives 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 around a codified "Constitution" of voice rules and a banned-phrase verification checklist.
- **Impact:** Cut review back-and-forth with the VP by about 70%, an internal figure I measured myself.

Communications-triage agent (Apps Script + Gemini)

- **Problem:** High-volume comms intake consumed operator hours on low-complexity requests.
- **Action:** Built and deployed an autonomous three-prompt pipeline (triage, revise in Smart Brevity, escalate) with knowledge-base loading and tiered routing.
- **Impact:** Designed to auto-handle roughly 55% of inbound (est.) and projected to recapture ~160 operational hours/year (est.); documented end-to-end and handed off with a full operator runbook.

Approvals governance, cross-org scope

- **Problem:** Cross-org technical mandates stalled without a clear approvals framework.
- **Action:** Authored the Approvals User Guide (v3), Approvals Matrix, and Roles and Responsibilities framework; ran approval-intake prioritization.
- **Impact:** Drove named cross-org mandates (Keystore Rotation, Memory Safety TRR) to approval.

xGE Connects, peer-led technical workshop series

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

Senior Communications & Content Strategist

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

Owned the communications and content enabling technical outcomes across Google's internal IT org and global help desk.

Day-One onboarding rebuilt for self-service

- **Problem:** Instructor-led technical orientation could not keep pace with Google's hiring.
- **Action:** Rebuilt it into a self-service curriculum a new hire could complete without a facilitator.
- **Impact:** Delivered to 75,000+ new hires at an 88% CSAT score.

2023 content audit

- **Problem:** Self-service content was leaving solvable tickets on the table.
- **Action:** Ran the 2023 audit of the help-desk content portfolio.
- **Impact:** Lifted self-service solvability 9.03%, roughly 10,670 fewer tickets a year.

EARLIER CAREER: LIVE NATIONAL NEWS (2010 – 2018)

The engine of live news is the engine of product and technical communications: the message lands the first time, under deadline, in the principal's voice.

- **AJ+, Senior Producer (2016 – 2018):** Led 10+ producers; designed a day-of explainer line (proof-of-concept: 50M+ views); coached three producers into on-camera principals with Emmy and Webby wins.
- **CNN, Writer / Producer, "New Day":** Wrote and produced morning-show segments through the 2016 election cycle.
- **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.
- **HuffPost Live, Segment Producer (2012 – 2013):** Produced through the award-winning launch era (Mashable "Biggest Innovation in Media," 2012; Webby, 2013); sustained Scientology-defector coverage under active litigation with no retractions.
- **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.

PROJECTS

Code public at github.com/mitwilli-create.

tax-verification-agent · Citation-gated verification over a four-layer IRS knowledge base on Claude; no claim surfaces without its source.

voice-os · Six-axis voice scoring and QA gates calibrated on a multi-million-word corpus of my own writing; codified voice "Constitution" plus banned-phrase checker.

career-ops · Extended an open-source job-search pipeline into a multi-agent, cost-governed autonomous system with ~50 scheduled agents, Claude Code skills and MCP servers, and a live operations dashboard. CI-green and test-covered.

EDUCATION

BA, Journalism | Indiana University Bloomington

CERTIFICATIONS

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

SKILLS

Product, Technical & Editorial Communications: technical translation, internal-comms strategy at engineering scale, change-management narrative design, stakeholder management, principal-level ghostwriting, live-broadcast editorial under deadline, journalist-side booking and sourcing, voice and tone calibration.

Applied AI: agent design (Apps Script + Gemini, Node.js), LLM orchestration, Claude Code / MCP, prompt engineering, eval and regression infrastructure.