ERICK BETANCOURT

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EXECUTIVE SUMMARY

- **Enterprise Creative Operations Scale:** Built and led Salesforce's enterprise Creative Marketing PMO, scaling the function from 5 to 80+ program managers and enabling governance, staffing, and operating systems supporting 1,000+ concurrent workstreams.
- **Global Events + Integrated Campaign Execution:** Operationalized execution readiness for Salesforce's most visible marketing programs, including Dreamforce (up to 140,000 attendees), World Tours, and WEF, aligning cross-functional teams across digital, production, campaigns, and events.
- **Workflow Modernization, Governance + Executive Reporting:** Implemented global service models, intake/ticketing, standardized workflows, and real-time reporting across AMER, EMEA, and APAC to strengthen prioritization, portfolio transparency, and resource allocation decisions.
- **Executive Partnership + AI-Enabled Optimization:** Partnered with CEOs, CMOs, COOs, and senior leaders to simplify complex marketing ecosystems and apply AI/automation to improve throughput, visibility, and decision quality while protecting brand standards and delivery integrity.

EXECUTIVE SKILL SETS

- Creative Operations Leadership
- Creative Production & Studio Operations
- Program / Portfolio Management
- Integrated Marketing Execution
- Operating Model Design & Service Enablement
- Creative Intake, Prioritization & Workflow Governance
- Capacity Planning, Resource Forecasting & Allocation
- Vendor & Agency Management
- Executive Stakeholder Management & Reporting
- AI-Enabled Workflow Automation

PROFESSIONAL EXPERIENCE

US AI Council | Remote

Member Board of Directors | 2024 – Present

Provide board-level leadership for a 501(c)(3) nonprofit advancing responsible AI through CSR frameworks and the LEAD rating system, promoting ethical, transparent, globally inclusive AI development.

- Shape strategy and governance for accountable AI standards, supporting CSR-aligned compliance frameworks across member organizations.
- Advise executive leadership on positioning and stakeholder engagement to accelerate adoption of the LEAD rating system, aligning standards with White House OMB priorities.
- Evolve LEAD certification assessment criteria by integrating global benchmarks (NIST AI RMF, ISO/IEC 42001, SOC 2) while aligning requirements with emerging White House guidance.

Betancourt Consulting Group | San Francisco, CA

Principal Consultant | 2024 – Present

Founded and lead a consulting practice advising enterprise marketing organizations on building scalable delivery operations that improve campaign execution consistency across complex marketing ecosystems.

- Partner with CMOs, COOs, and senior leaders to simplify cross-channel marketing workflows, removing operational friction and improving alignment across campaigns, digital platforms, and major events.
- Apply AI and automation to increase throughput and decision quality, improving operational insight while protecting brand standards, team workflows, and organizational integrity.
- Strengthen governance and operating discipline by establishing standardized delivery practices that improve visibility, accountability, and performance across stakeholders and brand teams.
- Deliver fractional consulting support across three clients (including two under strict NDAs), advising on operating model design, program execution, and internal delivery frameworks for new initiatives.
- Define internal PM standards, governance cadence, and execution workflows to improve cross-functional alignment, decision velocity, and delivery consistency for early-stage product and GTM initiatives.

Ahura AI | Santa Clara, CA

Chief Delivery Officer | 2024

Led end-to-end marketing delivery and operations across PR, paid campaigns, digital, events, and production, serving as acting CMO and advising the CEO and COO on execution strategy and prioritization.

- Produced the Future of Humanity Summit (3-day conference in Washington, D.C.), convening leaders across tech, aerospace, and government to shape public-facing AI leadership and stakeholder engagement.
- Directed cross-channel launch execution across an 8-person internal team and 6 external agencies, delivering website, social campaigns, PR, event materials, signage, production, run-of-show, and onsite setup.
- Managed ~$650K budget over 6–8 weeks to deliver executive-ready programs; drove high engagement and momentum that directly supported the launch of the US AI Council (in development).

Salesforce | San Francisco, CA

Senior Director of Program Management & | 2014 – 2023

Built and led global program management and operations for Creative Marketing, scaling teams, service offerings, and governance to deliver high-impact events and integrated campaigns across 1,000+ concurrent projects.

- Scaled the PM organization from 5 to 80+ PMs, building recruiting, onboarding, and training programs; supported an ~800-person Creative org, 2,000+ marketers, and up to 25 agencies.
- Managed intake and execution across 800–1,500 concurrent projects, implementing executive reporting to enable capacity planning, portfolio trade-off decisions, and predictable delivery across tens of millions in annual spend.
- Led program delivery operations for major global events including Dreamforce (up to 140,000 attendees), World Tours, and WEF, directing prioritization, resourcing, executive reporting, and change management.
- Defined and operationalized service offerings with intake standards, SLAs, and a global ticketing/reporting system (Salesforce Sales Cloud + Mavenlink + Tableau) to improve visibility, prioritization, and operational transparency.
- Designed and implemented governance, training, and QA workflows for ad creative development, trafficking, and campaign launch readiness across cross-functional teams.
- Oversaw M&A-related marketing initiatives supporting dozens of integrations, including the post-acquisition Slack integration, aligning brand, communications, and delivery execution.
- Standardized governance, workflow stages, and operating cadence to reduce friction and improve delivery predictability across campaigns, digital, production, and events.
- Partnered with UX, research, and cross-functional teams to define user personas, use cases, and project requirements, helping translate user needs into actionable design and development priorities.

ADDITIONAL EXPERIENCE

Freelance Executive Producer | 2007 – 2014

- **Eleven Inc.:** As Executive Producer at Eleven Inc, I built and led the project management function while defining the agency's creative and digital development processes to improve delivery consistency and quality. Managed cross-functional teams across high-profile brand engagements including Apple, Oakland A's, Virgin America, Autodesk, Calloway Golf, and others.
- **Wells Fargo:** Served as Senior Implementation Lead for a large-scale HR intranet content migration from OpenText to SharePoint, building the web development process and guiding business stakeholders through strategy, planning, and functional upgrades.
- **Euro RSCG (a.k.a. Havas Worldwide):** Led full lifecycle program/project management from new business proposals through production and delivery, ensuring disciplined execution across creative, digital, and client engagement workstreams. Primary client engagements included Genentech and Michael Mina Group.
- **Novio:** Led end-to-end delivery of a client-facing web demo for Informatica, defining the SOW and managing external studio, creative, and production teams to ensure high-quality execution.
- **Various Agencies:** Held senior leadership roles at global agencies such as Tribal DDB, Publicis Dialog, SF Interactive, Doremus, among others.

ADDITIONAL

Community & Technical Leadership: Laava Tech**,** Advisory Board Member (2020-2023), Town of Fairfax, Bicycle-Pedestrian Committee (2025-Present)

Tools & Tech Stack: Mavenlink, Jira, Asana, Wrike, Smartsheet, Workfront, Lucidchart, Tableau, Slack, Salesforce