

Data Effectiveness

Data, AI & Digital Transformation Strategy

Most organizations struggling with data and AI don't have a technology problem. They have a strategy problem and underneath that, a people problem. I help organizations cut through the noise, build capabilities that actually stick, and make decisions grounded in reality rather than vendor promises or hype cycles.

THE BELIEF

Data & technology is the vehicle, not the destination. Useful data tracked poorly beats useless data tracked perfectly.

THE METHOD

Start with people, then data, then tools. Change management is harder than technology and more important.

THE TRACK RECORD

15+ years building data and AI capability from scratch at government agencies, school districts, and national nonprofits.

SERVICE OFFERINGS

01 Data & AI Strategy Development

From spreadsheet chaos to a coherent, mission-aligned strategy

Many organizations have data but no strategy for using it. I work with leadership to build a grounded roadmap that connects your organizational goals to the specific data, systems, and analytics you actually need and taking into account the reality of budget, staff capacity, and readiness for change. No generic frameworks. No expensive tools you won't use. Strategy that starts where you are and builds toward where you need to go.

Data & AI strategy • Current state assessment • Prioritized roadmap • Stakeholder alignment sessions • Build-vs-buy guidance

02 Generative AI Readiness & Implementation

Practical AI. Not a pilot that fades, not a vendor demo that never ships

Generative AI is more than a technology. It represents a new relationship between humanity and information, and the biggest mistake organizations make is treating it like a procurement decision rather than a discovery process. I help teams understand what Gen AI actually does, identify high-value use cases specific to your work, and build tools that pair AI capability with human expertise. It's not human in the loop, it's human in charge. I've built production RAG and agentic AI systems in resource-constrained environments that rivaled more well-funded peers.

AI readiness assessment • Prototype development • RAG & agentic AI design • Staff enablement • LLM customization guidance

03 Data Infrastructure & Architecture

Building the foundation for scalability

Effective analytics requires a solid foundation: clean data pipelines, reliable storage, and a structure that reflects how your organization actually works. I design and guide implementation of modern data architectures (data lakes, warehouses, operational databases) tailored to your scale and team. I've architected hybrid data reporting platforms on AWS and Snowflake and replaced seas of spreadsheets with robust operational systems, all without enterprise-scale budgets.

Architecture design • Cloud infrastructure planning • Data model development • Pipeline design • Vendor & tool selection

04 Digital Transformation & Change Management

Technology transformations fail on people, here's how to get both right

The hardest part of any digital transformation isn't the technology. It's the fear of change. I help organizations sequence change intelligently turning early adopters into internal champions, and meeting staff where they are rather than where you wish they were. I've led implementations of enterprise systems serving 50,000+ users that came in under budget and on time, specifically because we treated them as change management exercises first and technology projects second.

Transformation roadmap • Stakeholder engagement plan • Training design • Phased rollout strategy • Vendor oversight

05 Analytics Strategy & Data Culture

Building organizations that actually use their data

Analytics doesn't have to be dramatic to be useful. I help organizations develop practical analytics capabilities (dashboards, metrics frameworks, self-service reporting) grounded in what decisions actually need to be made. More importantly, I help build the internal culture and literacy so data gets used consistently, not just when someone remembers to check. This includes training, working groups, and governance that sticks because it makes people's work easier, not harder.

KPI & metrics frameworks • Dashboard design • Data literacy training • Governance design • Analytics platform selection

06 Fractional CDAO / Trusted Advisor

Senior data leadership — without the full-time hire

For organizations that need strategic data and AI leadership but aren't ready for a full-time executive hire, I serve as a fractional Chief Data & AI Officer attending leadership meetings, advising on technology decisions, guiding vendors, and ensuring your data and AI investments stay aligned with organizational goals. I'm technically deep enough to evaluate solutions honestly and strategically experienced enough to translate them into language that boards and executives trust.

Ongoing strategic advisory • C-suite & board communication • Vendor management • Technology decision review • Team mentorship

I work best with organizations that want genuine capability built in-house, not dependency on expensive vendors. Constrained resources and strong mission commitment are, in my experience, the best conditions for real innovation.

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