

GEORGE PARKER JR

Louisville, KY • 502-356-5266 • parkerg@gmail.com • [linkedin.com/in/georgeparkerjr](https://www.linkedin.com/in/georgeparkerjr)

AI Strategist • AI Enablement, Implementation, Solutions Architect, Governance & Safety • AI Educator
Founder, GenX Coach & ADHDstack.AI
georgeparkerjr.com • github.com/smallbatch-zz

SUMMARY

AI strategist and educator with 25+ years of building programs, businesses, and partnerships from scratch. Works the full AI arc: strategy and adoption roadmaps, hands-on enablement and training, implementation of agentic and RAG systems, solutions architecture from prototype to production, and the governance and safety practices that keep deployments responsible. Purdue Applied Generative AI Specialist. Background spans higher-education administration, multi-sector consulting for clients including Waste Management, Humana, Brown-Forman, and Lockheed Martin, PBS-distributed documentary production, and small-business ownership. Dyslexia and ADHD function as a native pattern-recognition engine for finding non-obvious connections across domains — exactly the disposition this work requires.

CORE COMPETENCIES

GenAI Strategy & Adoption • AI Enablement & Training • Agentic Workflow Design • Prompt Engineering • Responsible AI Governance & Ethics • AI Translation for Non-Technical Buyers • Curriculum Design & Adult Learning • Coaching & Mentoring • Cross-Sector Consulting • Partnership & Business Development • Change Management & Stakeholder Alignment • P&L Ownership

TECHNICAL TOOLKIT

AI Platforms: Claude, ChatGPT, Google Gemini / AI Studio / NotebookLM, Perplexity, Microsoft Copilot / Azure, Grok / xAI, Ollama, ElevenLabs

Agent Development: Multi-agent orchestration, subagents, MCP integration, RAG pipelines, human-in-the-loop governance, system-prompt and persona architecture, agent safety verification (TLA+)

Dev & Deploy: TypeScript, Next.js, Python, Supabase, Vercel, n8n, React Native, GitHub

Creative Production: Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere), Final Cut Pro, Keynote, Canva

Business: Microsoft 365, Google Workspace + Analytics + Ads, Notion, Slack, Obsidian, Granola, CRM

EXPERIENCE

GenX Coach & ADHDstack.AI — Louisville, KY Apr 2026 – Present

Founder, Coach & Consultant

- Founded two AI coaching and consulting practices in parallel: GenX Coach, serving Gen X individuals, professionals, and owner-operator CEOs of 15–100-person companies, and ADHDstack.AI, helping adults with ADHD work with their brains, not against them.
- Designed a five-service ladder from a 90-minute Jumpstart to a Fractional AI Advisor retainer; live at genx.coach.
- Delivered first client engagement (home-decor textile manufacturer): Claude Teams deployment for immediate value, plus a custom client portal for durable value.
- Built and operate the full platform stack: Next.js, Vercel, Supabase, Stripe, Notion CRM, MailerLite.

Hive & Barrel Meadery — Crestwood, KY 2021 – 2024

Owner & Vice-President of Sales & Marketing

- Co-founded craft meadery; built brand from zero to multi-state KY/IN distribution.
- Engaged 300+ liquor stores, bars, restaurants, and tourism partners, driving 22% sales growth.
- Activated the brand at 50+ festivals and events, converting ~30% of sampling customers to buyers.
- Owned the full marketing stack: brand identity, digital, social, PR, and in-person experiences.

Curious Buzz Pop-Up — La Grange, KY Jul – Nov 2023

Owner & Operator

- Launched zero-proof / mocktail-forward pop-up from concept to opening in 7 weeks; served 3,000+ guests.
- Built Kentucky's largest curated zero-proof selection; ~90% of brands carried were women-owned.

Burger Girl Diner / Burger Boy Diner — Louisville, KY Dec 2018 – Feb 2020

General Manager

- Ran day-to-day operations of two 24/7 diner concepts: \$3.2M combined annual revenue, 60+ staff.

- Managed staffing, scheduling, vendor relationships, inventory, and P&L oversight.

ParkerLane LLC — Louisville, KY

2006 – 2018

Co-Owner — Senior Consultant, Producer & Director

- Twelve-year consulting and creative-media practice across education, legal, hospitality, media, and nonprofit sectors; clients included Waste Management, Humana, Brown-Forman, Lockheed Martin, KET, Greenberg Traurig, Frost Brown Todd, Stites & Harbison, the Louisville Mayor's Office, and Leadership Louisville.
- Consulted for civil and federal litigation teams on complex discovery, litigation, and records management — multi-document synthesis and qualitative retrieval at zero-error standards.
- Produced Raising Ms. President (PBS distribution; ITVS Best Documentary Award) and directed Character Makes the Man: The Story of the Kentucky Military Institute 1845–1971 (narrated by Nick Clooney).
- Built the kyGREEN.tv educational platform (Golden Omni Award) and produced Kentucky's Greenside, a 10-episode KET series.
- Designed University of Louisville's Film Studies program and curriculum; consulted for other higher-education clients.

Parker & O'Connell, PLLC — Louisville, KY

2004 – 2006

Litigation & Records Retention Specialist

- Built records-retention systems supporting federal litigation discovery.
- Managed corporate merger digitization and large-scale document workflows.

University of San Francisco — San Francisco, CA

1999 – 2004

Associate Director — Dual Degree in Teacher Preparation

- Built and led an interdisciplinary undergraduate and graduate program at the intersection of liberal arts and teacher credentialing.
- Grew enrollment from 42 to 206 students (~400%) through curriculum redesign and community outreach.
- Designed and taught the Education and Culture in Mexico curriculum in Tijuana and Puebla, Mexico.
- Managed faculty partnerships and international cultural-immersion placements in Mexico, the Philippines, and Hungary.

EDUCATION & CREDENTIALS

- Applied Generative AI Specialization — Purdue University · 2026
- Claude 101 Certification — Anthropic Skilljar · 2026 (AI Agents certification in progress)
- BA in Philosophy, St. Ignatius Great Books Certificate — University of San Francisco · 1999
- Centre for Medieval & Renaissance Studies — Oxford University · 1997

ACTIVE AI VENTURES — BUILDING IN THE OPEN

- genx.coach — AI coaching for Gen X professionals navigating the current AI transition.
- adhdstack.ai — AI coaching platform helping people with ADHD work with their brain, not against it.
- Native Spirit Social — solo-founder web + mobile platform for bourbon and American-whiskey enthusiasts; React + Supabase; launching 2026 at nativespirit.social.
- CineAgent — agent system mapping tentpole film production end-to-end across eight company types: org charts, RACI matrices, handoff protocols, KPIs.

COMMUNITY LEADERSHIP

- Leadership Louisville — 128 Connectors cohort (selected from 5,800+ nominations).
- Louisville Film Society — Co-Founder, Executive Director Emeritus.
- Kentucky College of Art + Design — Founding Board Member.
- Kentucky Film Commission — Ex-Officio Member (Gov. Beshear appointee).
- Bellarmine University — Advisory Committee Member Emeritus.
- University of Louisville Film & Digital Media — Advisory Committee.
- FIRST LEGO LEAGUE — Coach & Mentor, Sacred Heart Model School.

SELECT HONORS

- ITVS Film Festival — Best Documentary Award, Raising Ms. President.
- Golden Omni Award — kyGREEN.tv.
- GLIDE Scholarship, Greater Louisville Inc.; Leadership Louisville Focus Class.
- Alumni of the Year, St. Francis School.