

# MATT DENMAN

## Enterprise AI Architect | Technology Speaker | 35-Year Software Veteran

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### SPEAKER BIOGRAPHY

Matt Denman combines 35 years of enterprise software architecture with cutting-edge AI implementation expertise. As founder of Kusog AI, he's pioneered personality-based AI architectures achieving 70% task completion rates where industry standard is 15%. Previously, as AWS Application Architect at American Family Insurance, he reduced application load times by 90%, saving millions in infrastructure costs.

A Microsoft MVP and AWS Solutions Architect who has trained over 1,000 professionals as an authorized instructor for both platforms, Matt bridges the gap between AI promise and production reality. His work spans Fortune 500 enterprises (HBO, NBC Universal, American Family Insurance) to consumer platforms with 140,000+ subscribers.

Based in Las Vegas, Matt speaks globally on AI architecture patterns, enterprise implementation strategies, and the philosophical implications of human-AI collaboration.

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### SIGNATURE KEYNOTES

#### **The AI Operating System: Building AI That Thinks Like Organizations** *45-60 minutes*

Every company tries to add AI to their organization. What if we built AI that IS an organization? Learn how personality-based architectures with isolated memory domains create AI systems that respect departmental boundaries, maintain compliance, and scale with organizational growth.

Key Takeaways:

- Why single-personality AI fails at enterprise scale
- Implementing RAG isolation for compliance and security
- Architecture patterns achieving 70% task completion rates
- Real metrics from production systems

*Ideal for: CTOs, Enterprise Architects, AI Strategy Leaders*

## **Four Patterns to Fix Your Failed AI Implementation** *45-60 minutes*

Stop forcing all users into one interaction model. Discover how adaptive interfaces—from guided workflows to pure conversation to tool-driven interactions—triple completion rates. Based on production systems with real users, not theoretical frameworks.

Key Takeaways:

- Four conversation patterns covering 95% of user needs
- Pattern routing based on user context
- Why AI should initiate conversations, not wait for commands
- Case studies with actual completion rate improvements

*Ideal for: Product Leaders, UX Teams, Digital Transformation Executives*

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## **From 90% Performance Gains to 90% Project Failures: An AI Reality Check** *45-60 minutes*

After achieving 90% performance improvement at American Family Insurance and building consumer products with 140k subscribers, Matt shares both sides of technology transformation. Learn why most AI projects fail and how to be in the 10% that succeed.

Key Takeaways:

- Three assumptions that kill AI projects before they start
- How to measure real ROI, not vanity metrics
- The "build vs. integrate" decision framework
- Lessons from both enterprise and consumer-scale implementations

*Ideal for: Executive Teams, Board Members, Innovation Leaders*

## **EXECUTIVE WORKSHOP**

### **AI Implementation Strategy: A Half-Day Intensive**

Move beyond vendor pitches and consultant frameworks. This hands-on workshop walks leadership teams through actual implementation decisions using real examples from production systems. Includes architecture patterns, cost models, and risk assessments based on actual project data.

- Maximum 20 participants for interactive discussion
- Customized to your industry and current tech stack
- Includes 30-day follow-up consultation
- Deliverable: Custom implementation roadmap

## **SPEAKING TOPICS**

### **Technical Architecture**

- Multi-pattern conversation architectures
- RAG isolation and memory management strategies
- Building AI systems that scale
- From monolithic to personality-based AI

### **Enterprise Implementation**

- Why 90% of AI projects fail (and how to avoid it)
- Real ROI vs. vanity metrics in AI
- Building vs. integrating: A decision framework
- Lessons from Fortune 500 implementations

### **Philosophy & Future**

- The Builder-Philosopher mindset for AI success
- AI augmentation vs. replacement paradigm
- 35 years of code: What history teaches about AI
- Building technology that respects human patterns

## **CREDENTIALS & EXPERIENCE**

### **Technical Authority**

- 35 years software development experience
- Microsoft MVP (C#/Visual Studio)
- Microsoft Certified Trainer (since 1998)
- AWS Solutions Architect – Associate
- AWS Authorized Instructor (2017-2023)

### **Enterprise Experience**

- American Family Insurance: 90% performance improvement
- HBO, NBC Universal, NCSoft: System architecture
- Founded Syrinx Philippines: Global team leadership
- Trained 1,000+ enterprise developers

### **Current Innovation**

- Founder, Kusog AI: Production AI systems
- Creator, StringClub: 40k subscribers, 140k YouTube followers
- Pioneer: Personality-based AI architecture
- Achievement: 70% AI task completion rates (industry standard: 15%)

## SPEAKING REQUIREMENTS

### Technical Requirements

- HDMI connection for presentations
- Wireless microphone for stages over 50 people
- Screen visible to all attendees
- Internet connection for live demonstrations (preferred)

### Travel & Logistics

- Based in Las Vegas, Nevada
  - Available for global engagements
  - Virtual presentations via professional setup
  - Minimum 4-week advance booking preferred
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## TESTIMONIAL TOPICS

Matt brings unique perspectives on:

- Why enterprise AI fails at scale
  - Building systems that augment vs. replace humans
  - The gap between AI demos and production reality
  - Architectural patterns for adaptive AI
  - Managing global development teams
  - The evolution from code to consciousness
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## INVESTMENT

**Keynote Presentations:** \$7,500 - \$15,000 *45-60 minute presentations with Q&A*

**Executive Workshops:** \$15,000 - \$25,000 *Half-day or full-day intensive sessions*

**Advisory Engagements:** Custom pricing *Ongoing strategic consultation*

*Note: Travel expenses additional for engagements outside Las Vegas*

## BOOK MATT DENMAN

**Email:** [matt@kusog.us](mailto:matt@kusog.us)

**LinkedIn:** [linkedin.com/in/mattddenman](https://www.linkedin.com/in/mattddenman)

**Website:** [mattddenman.com](https://mattddenman.com)

**Location:** Las Vegas, Nevada

For immediate booking inquiries, please include:

- Event date and location
  - Audience size and composition
  - Preferred topic or custom requirements
  - Budget range
  - Technical setup available
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## RECENT INSIGHTS

Matt regularly publishes insights on AI architecture, enterprise implementation, and the philosophy of human-AI interaction. Recent topics include:

- "The Rise of the Builder-Philosopher in the AI Age"
- "Why 90% of AI Projects Fail: Lessons from the Trenches"
- "Building AI That Thinks Like Organizations"
- "The Prohibition Paradox: Unconventional Economic Analysis"
- "From Assembly to AI: 35 Years of Lessons"

Full articles available at [mattddenman.com/insights](https://mattddenman.com/insights)

*Speaker Kit Version 1.0 - January 2025*