

# Jeffrey Walker

Auburn, WA | 617-932-9682 | [jpw2101@gmail.com](mailto:jpw2101@gmail.com) | [LinkedIn Profile](#)

Senior Business Writer with 12+ years of experience specializing in business leadership, digital trends and emerging technologies, content strategy, entrepreneurship, storytelling, editing, and research.

## ACCOMPLISHMENTS

- Pioneered using AI-powered content generation at Ninety.io, crafting compelling prompts to create engaging and personalized content that seamlessly integrates with the company's human voice and tone, effectively resonating with the targeted audience.
- Spearheaded the launch of the company's weekly newsletter, "Ambitious Founder" at Ninety.io, focusing on founders of SMBs interested in growing Stage 5 Companies.
- Recognizing my specialized technical skills, I was chosen as the only dedicated writer at Audienz for both Microsoft and AWS accounts for a year, a testament to my versatility and industry acumen.
- Provided strategic leadership and content management for the launch of a new cloud computing website at Arrow Electronics.
- As an emerging tech consultant for a Fortune 100 life insurance company, I spearheaded a groundbreaking 2-month research project, devising a machine learning-enabled knowledge repository strategy to facilitate tacit knowledge transfer, resulting in enhanced onboarding and performance, despite initially having no experience in digital knowledge management.

## CORE COMPETENCIES

Content Strategy/Development | AI Prompting & Content Generation | Business Leadership | Storytelling | Messaging Frameworks | Editing | Research | Digital and Emerging Technologies Trends | Enterprise Cloud Technologies | Cloud Security | Team Collaboration | B2B Content Writing | Adaptable Entrepreneurial Mindset | Critical Thinking | Emotional Intelligence | Comfortable with Ambiguity | Cross-functional Collaboration | Executive Communication | Project Management

## LEADERSHIP PRINCIPLES

Take Ownership | Inspire Vision | Innovate & Simplify | 10X Mindset | Empathy | Trust | Bias for Action

## PROFESSIONAL WORK EXPERIENCE

**Founder** | [PhysicAI Labs](#) September 2024 – Present  
**Artificial Intelligence (AI) | Entrepreneurship | Content Strategy**

- PhysicAI Labs combines generative AI, IoT, and robotics to deliver tailored solutions for modern business needs. We empower organizations with custom AI strategies, driving efficiency and scalability through seamless integration. Partner with us to unlock the future of AI-driven physical systems.

**Senior Business Writer** | [Ninety.io](#), remote September 2023 – June 2024  
**Content Strategy | Thought Leadership | Newsletter Launch**

- As a member of Ninety's content team, a leading technology company, I produced guides, briefs, and other resources to help forward-thinking leaders transform their companies into great organizations.
- Served as primary content lead on the launch of the company's weekly newsletter, "Ambitious Founder," focusing on founders of SMBs interested in growing Stage 5 Companies, leveraging Ninety's cutting-edge technology and insights.
- Authored weekly thought leadership blogs in the tone and voice of the CEO, addressing topics ranging from organizational structure, business leadership, and frameworks to vision, delegation, and the recent "Grow or Die" series, targeting Ambitious Founders seeking to build excellent organizations.

**Marketing Writer** | [The Channel Company](#), Westborough, MA June 2022 – June 2023  
**Marketing Writing | Content Development | Research**

- Worked with the Creative Services team to produce custom content.

- Drove content production for various departments and global external clients.
- Provided writing support across the full marketing lifecycle on cloud security, IT support & managed services, infrastructure, and emerging technologies.

**Writer** | Audienz, Seattle, WA

September 2019 - June 2022

**Content Writing | Messaging Frameworks Development | Content Strategy**

- Played a critical role in content development for AWS and Microsoft clients.
- Built foundational messaging frameworks and developed content strategies.
- Helped establish editing best practices and worked to strategically up-level content.

**Managing Editor/Content Writer (contract)** | [Arrow Electronics](#), Centennial, CO Dec 2021 - Dec 2022

**Managing Editor | Content Writing | Editorial Oversight | Website**

- Provided strategic leadership, content management, and editorial oversight for a new cloud computing website (while the site ultimately did not launch, I gained valuable insights into project management and agile content creation)
- Devised content categories and overall vision and plan of enterprise website; provided an editorial review for a 3-person writing team.
- Provided ongoing monthly content pieces on the topics of channel partners and marketing strategies.

**Technical Content Writer** | Self-employed, Auburn, WA

January 2019 - September 2019

**Content Development | Technical Writing | B2B | Articles | Whitepapers | Case Studies**

- B2B content and technical writing consultant for multiple clients.
- Authored articles, developed documentation, whitepapers, case studies, and web copy across a wide range of technology disciplines.

**Founder/Owner** | Linkedexcelerator & StartUPLabs, Belmont, MA

May 2016 - October 2018

**Innovation | Marketing Solutions | Integrated Services**

- Launched two tech enterprises, Linkedexcelerator (B2B LinkedIn solutions) and StartUPLabs (services for startups), shaping strategy and growth.
- Drove innovation with LinkedIn marketing solutions for client retention and ROI; offered integrated services at StartUPLabs to boost startups' growth.

**Systems Consultant - Knowledge Management**, [MassMutual](#), Boston, MA July 2012 – March 2016

**Innovation | Key Technologies | Frameworks | Strategic Risk**

- Drove initiatives to mitigate knowledge loss, optimize workflows, and boost ROI by identifying strategic areas at risk of knowledge loss, and implementing advanced frameworks, models, and technologies.
- Strategically identified key technologies via Gartner's "Nexus of Forces," and created and deployed solutions that addressed real-world problems for customers, employees, and stakeholders.

**EDUCATION AND PROFESSIONAL DEVELOPMENT**

**Master of Education** | Columbia University, New York, NY

May 2007

**Master of Arts** | Andrews University, Berrien Springs, MI

May 2006

**Bachelor of Arts** | Walla Walla University, College Place, WA

June 1998

**PUBLICATIONS**

[The Cosmic Covenant in the Letter to the Hebrews](#) - 2006