Juan Gabriel Rodríguez

Curriculum Vitae · AI Literacy & Adoption · Human-Computer Interaction · Public Health

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PROFILE

Bilingual (English/Spanish) public health professional and human-computer interaction practitioner. At the Alzheimer's Association I lead AI Literacy & Adoption for more than 1,600 staff nationwide, after four years leading communications for the Healthy Brain Initiative, a CDC cooperative agreement, and earlier roles in memory care operations and the Association's 24/7 Helpline. My work connects workforce education, change management and responsible technology, grounded in learning science and user research.

EDUCATION

2025	**M.S., Human-Computer Interaction**, DePaul University, Jarvis College of Computing and Digital Media, Chicago, IL. Degree conferred June 2025. Capstone: "10 Healthy Habits for Brain Health," an e-learning module for older adults.
2015	**Bachelor of Healthcare Administration**, concentration in Aging Services, University of North Florida, Brooks College of Health, Jacksonville, FL.
2015	**Bachelor of Arts, Spanish Language and Literature**, University of North Florida, Jacksonville, FL.
2012	Associate's Degree, General Studies, University of North Florida.

PROFESSIONAL EXPERIENCE

Manager, AI Literacy & Adoption

April 2026 – present

Alzheimer's Association · Chicago, IL

- Spearheaded the enterprise AI rollout to 1,600+ staff across chapters, research, care and support, advocacy and operations: 68% daily active users and 80% monthly active usage within three months, $2M+ return on investment, thousands of staff hours redeployed to mission work. Described by Anthropic as one of its fastest customer adoptions.
- Designed and delivered training for every level: in-person executive sessions for the C-suite, leadership strategy sessions, cross-division team-building and strategy sessions, cohort labs for champions, and short-form video for all staff, in partnership with Anthropic and OpenAI.
- Built a peer-expert network of 58 AI Black Belts organized into five Labs (Content, Field, Mission, Numbers, Enablement) with rotating facilitators, executive sponsors, one-on-one mentoring, office hours and Demo Days. Wave 1: 77% engagement, 34+ working assets, 16 Demo Day use cases, NPS from +17 to +70.
- Created the asynchronous learning system: a 13-section, story-driven AI Fluency e-learning module with scenario practice and a Personal Action Plan; an on-camera video series of 90-second tips and short deep dives; a five-day course for power users; and a searchable knowledge hub of FAQs, guides and guidelines.
- Authored a three-tier skills framework and AI usage guidelines approved through the AI Steering Committee, with a data-retention policy in place before launch; launched an Innovation Center of Excellence with intake, review, version history and a pipeline from staff idea to organization-wide rollout.
- Ran the rollout as an internal change-management effort: discovery interviews and a baseline survey, segmented messaging, honest talking points for every manager, protected hands-on time, and continuous feedback loops after launch.

Specialist, then Senior Specialist, Public Health Programs May 2022 – April 2026

Alzheimer's Association, Healthy Brain Initiative · Chicago, IL

- Led communications for the Healthy Brain Initiative, promoting the HBI Road Map to state, local and tribal health departments; prepared agendas and materials for the HBI Leadership Committee.
- Lead editor of the monthly Alzheimer's Public Health E-News: audience grown from under 4,000 to more than 10,000 subscribers with 60%+ open rates through content strategy, UX updates and AI-assisted production.
- Planned and managed national webinars reaching 900+ participants each, including research, speaker coordination, technical production and follow-up; coordinated the Association's presence at APHA, SOPHE, NACCHO and AAIC.
- Coordinated the seven-part *Healthy Brain Initiative Road Map in Action* video series documenting BOLD-funded public health programs in six states and in American Indian and Alaska Native communities.
- Supported budget and compliance for an $11M federally funded program; built a 178-resource public health library; used AI to translate public health resources into Spanish with native-speaker review.
- Served on the Association's internal AI workgroup and built its first AI-assisted research and content workflows.

Senior Helpline Agent October 2019 – May 2022

Alzheimer's Association 24/7 Helpline · Chicago, IL

- Supported families and people living with dementia in a high-volume call center at 91% customer satisfaction; provided Spanish-language support; contributed to onboarding and training of new agents.

Clare Bridge Coordinator, Memory Care December 2018 – March 2020

Brookdale Senior Living · Prospect Heights, IL

- Managed a 40-bed memory care unit; supervised and coached 20 care and engagement staff; designed engagement programming based on the Dementia Care Practice Recommendations; delivered dementia training across the Chicago market; tracked engagement metrics for quality improvement.

Assistant Director, Assisted Living & Memory Care November 2016 – December 2018

New Perspective Senior Living, North Shore · Milwaukee, WI

- Directed daily operations of a 160-bed community spanning independent living, assisted living and memory care; led hiring, training and performance management for interdisciplinary teams.
- Led the company-wide implementation of electronic health records, call-light and health-monitoring platforms, including training and best practices; ensured regulatory compliance and survey readiness; participated in the Wisconsin Assisted Living Association.

Budget Facilitator and Financial Literacy Mentor (AmeriCorps member) September 2012 – August 2014

The Arc Jacksonville, On Campus Transition program at the University of North Florida · Jacksonville, FL

- Coached young adults with intellectual and developmental disabilities on budgeting and money skills; built outcome measures and assessments; developed partnerships with community organizations.

PEER-REVIEWED PUBLICATIONS

Fadel M, Shean J, Jackson E, Harris JD, **Rodríguez J**, Sutton Roberts S. The Healthy Brain Initiative: expanding public health capacity to address dementia. *The Gerontologist*. 2025;65(Suppl 1). doi:10.1093/geront/gnaf220

Clifford K, Appleby J, Sands T, **Rodriguez J**, Shean J. Multisector collaboration drives the development of the fourth Healthy Brain Initiative Road Map. *Innovation in Aging*. 2023;7(Suppl 1):257. doi:10.1093/geroni/igad104.0853

CONFERENCE PRESENTATIONS

Shean J, Fadel M, Jackson E, Harris J, **Rodriguez J**, Roberts S. The future of public health action on brain health, dementia, and caregiving. APHA Annual Meeting and Expo; November 2025; Washington, DC.

Rodriguez J, et al. Growing awareness among the public health community. APHA Annual Meeting and Expo; November 2025; Washington, DC.

Rodriguez J, Colcombe C. Training the workforce using a public health approach to dementia (poster). SOPHE Annual Conference; 2025.

Roberts S, McGuire L, Hill C, Jackson E, Tsotie V, Hale A, Ishcomer-Aazami J, Baker S, Splaine M, Shean J, **Rodriguez J**, et al. Creating the new Healthy Brain Initiative Road Map for American Indian and Alaska Native people. APHA Annual Meeting and Expo; October 2024; Minneapolis, MN.

Rodriguez J, et al. The Healthy Brain Initiative Road Map: elevating and expanding public health capacity to overcome dementia challenges. APHA Annual Meeting and Expo; November 2023; Atlanta, GA.

EDITORIAL WORK, MEDIA AND WEBINARS

Lead editor, *Alzheimer's Public Health E-News*, Alzheimer's Association, 2022–2026 (monthly; 10,000+ subscribers).

Presenter, ALZ Talks public webinars: "Take Charge of Your Brain Health," "Tome control de su salud cerebral," and "Healthy Habits for Your Brain."

Quoted in Block Club Chicago, "Delivery Robots Take Over Chicago Sidewalks, Sparking Debate and a Petition to Hit 'Pause'," December 8, 2025.

CERTIFICATIONS AND TRAINING

2026	AI Fluency for Nonprofits, Anthropic Education
2015	Certificate of Achievement, ALF Core Training, Florida Assisted Living Association
2015	Alzheimer's Level 1, Florida Assisted Living Association
2011–2013	Certified Nursing Assistant, Florida Department of Health
	CPR and First Aid, American Red Cross

COMMUNITY AND SERVICE

2024–present	Election Judge, Chicago Board of Election Commissioners: key judge for my precinct, supporting language access for voters.
2012–2014	AmeriCorps member, The Arc Jacksonville On Campus Transition program.
2011–present	Event volunteer, Club Arc, The Arc Jacksonville.
Ongoing	Walk to End Alzheimer's fundraiser; Center on Halsted Thanksgiving breakfast; Legacy Walk, Legacy Project Chicago.
2011–2015	Founding president, B.E.S.T. Alliance financial-literacy club; member, Student Leadership Advisory Board, Coggin College of Business, University of North Florida.

SKILLS

AI literacy, adoption and change management · Learning design: Bloom's taxonomy, 4D framework, ADKAR · HCI and UX research: interviews, surveys, think-aloud testing · Enterprise AI tools: Claude, Microsoft Copilot, ChatGPT; agents and automation · Executive facilitation and strategy sessions · Public health communications and editorial leadership · Webinar and conference production · EHR implementation and training · Dementia care practice · Bilingual English/Spanish