Juan Gabriel Rodríguez

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

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Bilingual public health professional leading enterprise AI literacy and adoption for a national nonprofit of 1,600+ staff: executive training, a 58-person peer-expert network, asynchronous learning and a skills-governance framework that reached 68% daily active use in three months. M.S. in Human-Computer Interaction; a decade across memory care, crisis helplines and public health communications.

EXPERIENCE

Manager, AI Literacy & Adoption
Apr 2026 – present

Alzheimer's Association · Chicago, IL

- Led the organization-wide enterprise AI rollout to 1,600+ staff: 68% daily and 80% monthly active users within three months, more than $2M in return on investment and thousands of staff hours redeployed to mission work.
- Designed training for every level, from in-person C-suite sessions and leadership strategy sessions to short-form video for frontline staff, in partnership with Anthropic and OpenAI.
- Stood up 58 AI Black Belts across five peer Labs with rotating facilitators, mentoring and Demo Days; champion NPS rose from +17 to +70.
- Built the asynchronous learning system (e-learning module, on-camera video series, five-day course, knowledge hub) and a three-tier skills framework with usage guidelines, plus an Innovation Center of Excellence that moves staff ideas to organization-wide rollout.

Senior Specialist, Public Health Programs (Healthy Brain Initiative)
May 2022 – Apr 2026

Alzheimer's Association · Chicago, IL

- Led communications for the Healthy Brain Initiative, a CDC cooperative agreement promoting the HBI Road Map to state, local and tribal health departments.
- Lead editor of the Alzheimer's Public Health E-News: grew the audience from under 4,000 to more than 10,000 subscribers with 60%+ open rates through content strategy, UX updates and AI-assisted production.
- Planned national webinars of 900+ participants, coordinated presence at APHA, SOPHE, NACCHO and AAIC, coordinated the seven-part *HBI Road Map in Action* video series, and supported budget and compliance for an $11M federally funded program.

Senior Helpline Agent
Oct 2019 – May 2022

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

- Supported families and people living with dementia around the clock at 91% customer satisfaction; provided Spanish-language support and helped onboard and train new agents.

Clare Bridge Coordinator, Memory Care
Dec 2018 – Mar 2020

Brookdale Senior Living · Prospect Heights, IL

- Managed a 40-bed memory care unit, supervised 20 care and engagement staff, and delivered dementia training to community staff across the Chicago market.

Assistant Director, Assisted Living & Memory Care
Nov 2016 – Dec 2018

New Perspective Senior Living · Milwaukee, WI (160-bed community)

- Directed daily operations and led 40 caregivers, med techs and activity aides; led the company-wide rollout of electronic health records, call-light and health-monitoring apps, including training and best practices.

EDUCATION

DePaul University	**M.S., Human-Computer Interaction**, Jarvis College of Computing and Digital Media · June 2025
University of North Florida	**Bachelor of Healthcare Administration** (Aging Services) and **B.A., Spanish** · 2015

PUBLICATIONS & PRESENTATIONS

Co-author, *The Gerontologist* (2025) and *Innovation in Aging* (2023) on the Healthy Brain Initiative; presenter, APHA Annual Meeting 2023, 2024 and 2025 and SOPHE 2025. Full list at rodriguezrodriguez.net.

SKILLS & CREDENTIALS

AI literacy & change management · Learning design (Bloom's, 4D, ADKAR) · HCI & UX research · Claude, Copilot, ChatGPT; agents & automation · Executive facilitation · Public health communications · Bilingual English/Spanish · Anthropic AI Fluency for Nonprofits (2026)

Community: Election judge, Chicago Board of Election Commissioners (2024–present) · AmeriCorps member, The Arc Jacksonville (2012–2014).