

# MITCH LEONARD

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AI transformation leader building Fortune 50 communications operating models, driving an enterprise function to #1 in AI adoption company-wide and architecting its shift toward agent-supported workflows.

## EXPERIENCE

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### AI Strategy & Communications Lead | RTX

Aug. 2022 – Present | Remote

- Own AI transformation strategy for RTX Global Communications (300+ person function), partnering with leadership and Enterprise AI teams to redesign workflows, operating models, governance, and adoption.
- Serve as the central conduit for AI-related activity across Global Communications, managing intake, prioritization, enablement, and implementation across multiple business units.
- Drove Global Communications to the #1 AI adoption ranking across RTX functions, delivering 207% year-over-year growth through workflow integration and scalable enablement.
- Built and scaled an AI Champion network across 7 Centers of Excellence, doubling participation while training 200+ communicators on role-specific GenAI workflows and responsible AI practices.
- Designed agent-supported workflow blueprints, prompt libraries, and skills frameworks, approved by senior leadership as the foundation for the function's transition to agent-based execution.
- Partnered with Enterprise AI on governance standards, knowledge base development, and scalable AI documentation supporting responsible deployment in a highly regulated Fortune 50 environment.
- Translated emerging AI capabilities and organizational performance signals into strategic recommendations shaping long-term communications transformation priorities and roadmap decisions.

### Digital Engagement & Content Operations | Land O'Lakes, Inc.

April 2021 – July 2022 | Arden Hills, MN

- Led enterprise-wide Sprinklr implementation across multiple business units, reducing manual workflow tasks by 30% and standardizing reporting, governance, and automation processes.
- Developed integrated digital engagement strategies across B2C and B2B business units, increasing inbound engagement by 30% and driving 4% cross-channel audience growth.
- Translated social listening and performance insights into campaign optimization strategies that consistently outperformed baseline performance benchmarks.

### Account Management | Colle McVoy & Exponent PR

Jan. 2019 – April 2021 | Minneapolis, MN

- Directed \$350K+ multi-channel communications campaigns for national B2C and B2B clients, aligning PR, digital, and paid strategies to exceed performance KPIs.
- Led crisis communications, community engagement, and escalation strategy across complex organizations, managing 500+ monthly inquiries while protecting brand and executive reputation.

## AWARDS

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**32 Under 32 Honoree** – *Advertising Federation of Minnesota*

2025

**PRSA Classics Awards** – *Proof Alliance & Cub Cadet, Exponent PR*

2020

**Eagle Scout** – *Scouting America*

2012

## AI TOOLS & PLATFORMS

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Claude, ChatGPT, Gemini, Cursor, VS Code, prompt engineering, AI workflow design, agent skill configuration

## EDUCATION

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**B.A.** Public Relations and Interactive Digital Studies – *University of Northern Iowa*

2018