

Hang Xia

AI SOLUTIONS LEAD

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PROFILE

AI solutions lead who takes LLM applications from idea to firm-wide adoption. Builds internal and client-facing products on OpenAI and Anthropic platforms and on an in-house stack built from scratch on AWS, with 200+ workflows and 100,000+ chats in production at a global communications agency. Supports and governs the firm's 5,000+ seat ChatGPT Enterprise and Copilot deployment, and combines hands-on depth in Python, TypeScript, and SQL with the stakeholder leadership to change how a large organization works.

EXPERIENCE

Edelman

Vice President, AI Solutions Build Lead

Toronto, Canada

Aug 2024 – Present

- Drive the firm's AI transformation, building custom internal- and client-facing applications on the OpenAI stack and owning each build from problem framing and prototyping through deployment and adoption.
- Led the solutions team in shipping 200+ AI workflows for Edelman's largest Fortune 500 accounts, with an average time saving of 50%.
- Beyond the OpenAI stack, lead the build of the team's own AI platform from scratch: Next.js and TypeScript, Vercel AI SDK and Mastra agents with MCP, RAG pipelines, and Python FastAPI services on Supabase and AWS infrastructure.
- Serve as the escalation point when production workflows break: debug logs and API errors, reproduce issues, and ship fixes hands-on, staying with account teams live until the problem is resolved.
- Rebuilt traditional PR and marketing workflows as faster, more consistent AI processes: press release writing, briefing book generation, influencer identification and vetting, media monitoring and reporting, and meeting transcription.
- Anchored the company-wide rollout of ChatGPT, personally building 50+ custom GPTs that have logged 100,000+ chats.
- Administer the firm's ChatGPT Enterprise and Microsoft Copilot workspaces across 5,000+ users, governing RBAC and safe use of AI, and acting as the go-to for troubleshooting access, connector, and GPT issues.
- Analyze user AI conversations systematically to find failure modes, tune GPTs and workflows, and report adoption to leadership; advise teams across the firm on where AI fits in how they work.

Weber Shandwick, Inc.

Director, Analytics & Intelligence

New York, United States

Mar 2019 – Aug 2024

- Designed reputation, influencer, and campaign measurement frameworks that turned communications data into decision-ready insights for Fortune 500 clients.
- Modernized the analytics offering with predictive methods, natural language processing, and automated dashboards, making reporting faster and more consistent.
- Built proprietary Python and VBA applications that automated data retrieval and analysis; led projects from methodology design through presentation to executives.
- Advised clients on social and communications strategy, surfacing conversation themes, sentiment, and purchase intent.

TECHNICAL SKILLS

AI platforms: OpenAI (ChatGPT, custom GPTs, APIs, Codex, audio transcription models), Anthropic (Claude, Claude Code), Vercel AI SDK, Mastra agents, Model Context Protocol (MCP), RAG

Languages: Python, TypeScript, SQL, Bash, VBA

Frameworks & cloud: FastAPI, React, Next.js, Supabase (Postgres, Auth, Edge Functions), AWS, Git

EDUCATION

Columbia Business School

M.S., Accounting and Fundamental Analysis · GPA: 9.0/10 · GRE: 334/340

Thesis: Devising Stock Trading Strategies Using Twitter Sentiment

2018

University of Waterloo

B.Math., Financial Analysis and Risk Management · Minor in Economics

Graduated with Distinction · Dean's Honour List

2015