

Brian Geiser

AI Workflow & Automation Leader | Quality Systems | Human-in-the-Loop AI Governance

Johnstown, PA | 814-242-2710 | bgeiser90@gmail.com | linkedin.com/in/brian-geiser-b109a3100

PROFESSIONAL SUMMARY

AI workflow and quality systems leader with 10+ years of experience turning complex service workflows into repeatable processes, evaluation standards, dashboards, playbooks, and adoption routines. Led AI-enabled quality automation from pilot into production use, including validation checkpoints, scoring logic, exception review, calibration, stakeholder reporting, and human-in-the-loop controls. Strong translator between business SMEs, operations, training, quality, clients, and technology partners; comfortable working with LLM-supported workflows, API/JSON concepts, prompt/workflow design, QA rubrics, process documentation, and measurable quality criteria. Experienced helping non-technical teams adopt AI-supported systems with governance, training, documentation, and practical review controls.

SELECTED IMPACT

- Led AI-enabled Automated Quality Management transformation across approximately 30,000 monthly interactions, expanding visibility to 100% of interactions and supporting roughly 90% automation of evaluation effort with human-in-the-loop controls.
- Achieved approximately 99.2% AI evaluation accuracy by building validation checkpoints, exception-review routines, calibration practices, and stakeholder feedback loops for production adoption.
- Built repeatable AI adoption playbooks, readiness checklists, scorecard behavior notes, calibration guides, exception-review routines, and post-launch monitoring practices.
- Improved QA productivity by approximately 25% by shifting quality workflows from manual sampling toward AI-assisted review, broader signal detection, and structured follow-through.
- Reduced client penalties by \$12.5K per month through stronger defect detection, RCA-to-correction follow-through, reporting visibility, and operational ownership.
- Led quality and customer experience governance supporting approximately 950 agents, 3 supervisors, and 18 analysts across audit execution, coaching, reporting, calibration, and customer-impact analysis.

CORE COMPETENCIES

AI Workflow Automation | Human-in-the-Loop Review | LLM Evaluation Concepts | AI Quality Governance | Workflow Design | QA Rubric Development | Evaluation Criteria | Prompt Libraries | Playbooks & Runbooks | Process Documentation | SME Enablement | Stakeholder Training | KPI Dashboards | RCA / CAPA | Calibration | Exception Review | API / JSON Working Knowledge | SQL | Power BI | Tableau | Salesforce | Jira | Confluence | Regulated Operations

PROFESSIONAL EXPERIENCE

Quality and Customer Experience Manager | Everise — Remote Oct 2025 - Present

- Lead quality and customer experience delivery for a regulated health insurance client, supporting approximately 950 agents while managing 3 supervisors and 18 analysts across audit execution, calibration, coaching effectiveness, member-experience analysis, workflow control, and performance improvement routines.
- Translate member feedback, QA defects, escalation themes, compliance indicators, call-driver trends, and process friction into executive-ready narratives, RCA tables, coaching priorities, workflow updates, and operational action plans.
- Partner with Operations, Training, Quality leadership, vendor partners, and client stakeholders to clarify requirements, reduce ambiguity, align ownership, prevent escalations, and close workflow gaps before they impact service delivery.
- Build repeatable quality standards, calibration practices, reporting cadences, corrective-action workflows, documentation expectations, and reviewer guidance that improve consistency across distributed teams.
- Improved quality from 78% to 94.3% in two months by identifying defect patterns, aligning stakeholders, reinforcing accountability, and converting trend data into targeted process and coaching actions.
- Increased audit completion from 34% to 99% through workflow controls, capacity planning, timeline discipline, dashboard visibility, and clearer ownership of follow-up actions.

Lead AI Implementation Specialist & Quality Manager | Qualfon — Remote May 2022 - Aug 2025

- Led implementation of AI-enabled Automated Quality Management across a large contact center environment, operationalizing AI as a dependable workflow for quality visibility, coaching, performance improvement, risk detection, and leadership insight.
- Designed AI adoption playbooks, validation checkpoints, calibration routines, exception-review processes, stakeholder readouts, readiness practices, and post-launch governance routines that helped leaders trust and act on AI-supported insights.
- Served as the operational bridge between QA, Operations, Training, client stakeholders, and technology partners; translated business workflows, customer-handling expectations, and quality standards into AI monitoring logic, scorecard behavior, review requirements, and enhancement priorities.

- Supported implementation readiness by validating output quality, reviewing false positives and false negatives, aligning scorecard logic, identifying adoption risks, preparing leaders for workflow changes, and confirming usability before broader deployment.
- Converted subjective quality expectations into measurable evaluation criteria, scorecard definitions, calibration examples, exception-handling practices, and reviewer guidance used across operational teams.
- Evaluated AI quality platforms and supported platform transition planning, including business case development, stakeholder alignment, output validation, reporting continuity, and adoption risk management.
- Created closed-loop routines connecting frontline behavior, customer experience signals, QA findings, stakeholder input, and AI-generated insights into prioritized fixes, documentation updates, training reinforcement, and process recommendations.
- Drove measurable outcomes including approximately 99.2% AI accuracy, 100% interaction visibility, significant manual-effort reduction, improved QA productivity, and stronger quality governance across distributed teams.

Quality Supervisor | Qualfon

Apr 2019 - May 2022

- Managed QA analysts across audit delivery, coaching support, performance reviews, calibration routines, issue escalation, client reporting, KPI delivery, scorecard maintenance, and corrective-action tracking for healthcare, insurance, telecom, and service programs.
- Led calibration sessions, quality variance reviews, performance discussions, and action-planning routines that aligned stakeholders on what good looks like, clarified evaluation requirements, reduced scoring variance by 7%, and improved consistency across review practices.
- Partnered with Operations and Training leaders to convert quality findings into coaching actions, job aids, SOP updates, refresher priorities, workflow improvements, and frontline performance reinforcement.
- Presented operational findings, defect trends, and recommended actions to operations and training stakeholders, influencing process and behavior change without direct authority over frontline teams.

Quality Lead | Qualfon

Oct 2013 - Apr 2019

- Oversaw QA delivery for approximately 30 analysts supporting major client programs, ensuring evaluation quality, delivery timelines, reporting accuracy, client expectation alignment, documentation standards, and follow-through on escalated issues.
- Supported analyst onboarding, mentoring, calibration preparation, scorecard application, standard interpretation, dispute review, auto-fail review, and coaching alignment to improve evaluation accuracy and operational capability.
- Reviewed healthcare and insurance interactions involving claims, denials, billing, coverage, EOBs, payment responsibility, member/provider disputes, benefits, and incorrect-information risk; escalated findings with clear summaries for leadership and vendor action.

AI WORKFLOW & AUTOMATION ARCHITECT ALIGNMENT

- Program architecture: Experience structuring large-scale AI-supported quality transformation from rollout readiness through adoption, validation, stakeholder governance, reporting, and continuous improvement.
- Pipeline mindset: Comfortable designing the connective tissue between source interaction data, AI-supported review logic, QA validation, human review, reporting outputs, and operational action tracking.
- Quality systems: Strong experience converting subjective quality expectations into measurable rubrics, scorecard definitions, calibration standards, exception-review routines, failure-pattern reporting, and reviewer guidance.
- Tool evaluation: Led AI platform evaluation and transition work, including business case development, stakeholder alignment, output validation, reporting continuity, and adoption risk management.
- Enablement: Built playbooks, training materials, readiness checklists, calibration guides, scorecard notes, runbooks, stakeholder readouts, and post-launch monitoring routines for non-technical users.
- Operationalization: Experienced moving AI-supported workflows from pilot concepts into repeatable operating models with documentation, governance, escalation paths, dashboard visibility, and leadership adoption.

TOOLS & TECHNOLOGY

ChatGPT | OpenAI/API-supported workflows | Claude | Gemini familiarity | Microsoft Copilot-style workflows | Observe.AI | Q-Telligent / AQM | Snowfly | CallMiner | Verint | NICE | LLM-assisted analysis | Prompt/workflow design | Human-in-the-loop review | RAG and agentic AI concepts | JSON | CSV | API/SFTP working knowledge | SQL | Power BI | Tableau | Excel | Salesforce | Jira | Confluence | SharePoint | Teams | Outlook | QA analytics platforms | Dashboard/reporting tools

CERTIFICATIONS, EDUCATION & RECOGNITION

Six Sigma Green Belt | Leadership Readiness Program, Qualfon | High School Diploma, Richland Sr. High School | Innovation Trailblazer - recognized for pioneering AI-enabled Quality Management and scalable governance practices