LAUREN GIBBONS PAUL

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ENTERPRISE AI & TECHNOLOGY THOUGHT LEADERSHIP STRATEGIST

Senior enterprise technology writer and editorial strategist with 25+ years of experience supporting SaaS, consulting, and Fortune 500 organizations. Specialize in AI, data, ERP, and digital transformation thought leadership, executive narratives, and research-driven content.

CORE COMPETENCIES

Enterprise AI & digital transformation • Executive ghostwriting • White papers & POVs • C-suite interviewing • Editorial program leadership • Case studies • Sponsored content • Cross-platform strategy • Team leadership • Performance analytics

SELECTED CLIENTS & PUBLICATIONS

SAP | Microsoft | IBM | Google | Adobe
MIT Technology Review | MIT Sloan Management Review
CIO | Computerworld | Network World | TechTarget
Cognizant | Publicis Sapient

PROFESSIONAL EXPERIENCE

1997 – Present

Provide writing, editing, and strategic content leadership for enterprise technology companies, consultancies, agencies, and research organizations.

- Lead author of executive POVs, white papers, and research-backed thought leadership on AI, ERP, and digital transformation
- Conduct in-depth interviews with CEOs, founders, engineers, and researchers
- Develop multi-format programs including ebooks, case studies, blogs, and video scripts
- Serve as strategic advisor on complex, multi-stakeholder initiatives
- Partner with marketing, research, and product teams to ensure technical accuracy and business alignment

Key engagements include SAP Insights, MIT Technology Review Custom, MIT Sloan Custom Publishing, CIO/IDG, and major enterprise software vendors.

EDUCATION

Juris Doctor — UNH Franklin Pierce School of Law; B.A., Journalism & English — UMass Amherst