DANIEL KROKER, MA

AI TRANSFORMATION DIRECTOR

INNOVATION STRATEGY | STRATEGIC CONSULTING | ENGAGEMENT DELIVERY | INNOVATION GOVERNANCE | BUSINESS VALUE

Master's in Design Innovation from Domus Academy (Italy) | Digital Transformation & AI Leadership from MIT (U.S.)
U.S. Permanent Resident authorized to work | EB-1 Green Card holder | no sponsorship
Los Angeles, CA | +1 (323) 218 5142 | ***e-mail*** | ***LinkedIn*** | ***PORTFOLIO***

PROFILE

I connect enterprise strategy, AI opportunities, and multidisciplinary delivery to create measurable value.
I structure complex engagements around business priorities, feasibility, risk, and executable solutions.
I guide AI-enabled innovation through governance, technical collaboration, and human-led decision-making.
I align senior clients and delivery teams around clear commitments and outcomes.

EXECUTIVE SUMMARY

Executive with 25 years of consulting experience, including 15 years of experience leading global innovation across strategy, R&D development, integration of emerging technologies, and business transformation.

I partner with company's executives to align global strategy and investments, technical viability, define trade-offs, create scenarios for decision-making, evaluate portfolio priorities, build a culture & multidisciplinary leadership around the AI adoption to integrate stakeholders in long-term growth strategies that connect governance, portfolio management, and new ventures into scalable business growth.

My experience spans Fortune 500 companies, where I transformed innovation investments into market ready products, services, and business models. This combination has contributed to 1,000 commercialized solutions across 150 countries, including dozens of best-sellers, 80 international awards, and 30 patents.

UNITED NATIONS | MIT | ELECTROLUX | BAYER | TOSHIBA | CARRIER | MIDEA | TCL | STARTUPS & ACCELERATORS

STRATEGIC IMPACT HIGHLIGHTS

GLOBAL INNOVATION STRATEGY · Shaped global innovation strategy supporting market expansion (Midea)
INNOVATION PORTFOLIO · Defined portfolio strategy across 2,000+ global SKUs (Warner/Discovery)
LEADERSHIP · Built and led multidisciplinary teams of 25+ professionals (ARBO design)
STRATEGIC PARTNERSHIPS · Supported the development of a healthcare startup ecosystem (DocSolution)
INDUSTRY CONNECTION · Developed connections across startups, universities, investors & accelerators (CIG)
DIGITAL TRANSFORMATION · Built an AI-native system to pre-validate 50 innovation opportunities (SensAI)
HUMAN-CENTRIC INNOVATION · Informed strategy through 1,000+ U.S. consumer insights (Pelonis US)
EMERGING TECHNOLOGIES · Advanced IoT and robotics applications in healthcare and logistics (33 Robotics)
AI TRANSFORMATION · Developed AI-powered soil classification to reduce human bias (Bayer)
BUSINESS MODEL INNOVATION · Achieved 86% logistics/storage savings through product architecture (YABÁ)
INNOVATION CULTURE · Developed a value proposition increasing coffee prices from $8 to $36/kg (Arminda)
R&D LEADERSHIP · Directed motor innovation achieving 60% noise reduction (Electrolux Group)
COMMERCIALIZATION · Developed industrial applications integrating AI, IoT, and robotics (EXY Innovation)

ORGANIZATIONAL LEADERSHIP & GOVERNANCE

- 1,000 commercialized solutions across 150 countries, 80 international awards, and 30 patents
- Built and led multidisciplinary teams of 25+ professionals across Design, Engineering, R&D, and Operations
- Budget allocation & management totaling $15M+ in design, production, and market positioning. (Midea)
- Restructured operations through governance and resource allocation, reducing fixed costs by 58%
- Increased consulting margins from 42% to 65% through operational restructuring

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY	*Digital Transformation & AI Leadership*	2025
DOMUS ACADEMY	*Master in Design Innovation*	2007
PONTIFICAL CATHOLIC UNIVERSITY	*BA in Industrial Design*	2004
PONTIFICAL CATHOLIC UNIVERSITY	*Engineering background*	1998

PROFESSIONAL EXPERIENCE

ARBO DESIGN & INNOVATION

Co-founder | Executive Design Director · GLOBAL | U.S. / Asia / Brazil, 2011 - present (primary position)

EXECUTIVE ROLE & RESPONSIBILITIES

- Led multidisciplinary consulting engagements, translating client priorities into innovation strategies
- Delivered opportunities approaches, development roadmaps, and executable solutions
- Framed aligning business objectives, technical feasibility and resource requirements to implement priorities
- Align senior clients, technical teams, and partners around project objectives and delivery commitments
- Defined innovation and design strategies, translating organizational priorities into actionable roadmaps
- Translated insights into opportunities, aligning strategic objectives, feasibility, and execution priorities
- Established governance frameworks for projects, resource allocation, risk analysis, and portfolio decisions
- Established operational frameworks to coordinate decisions across clients, technical teams, and partners
- Guided initiatives from opportunity identification and development through validation and implementation
- Integrated physical-digital experiences and emerging technologies into human-centered solutions
- Aligned executive stakeholders, clients, and partners around shared objectives & implementation priorities
- Oversaw budgets, partnerships, and cross-regional programs to ensure operational accountability

RECOGNITION

- Recognized as World's Best Home Appliance Studio (D'AC, Italy, 2018)
- Scaled Arbo Design into a Top-5 awarded design studio in Latin America
- 60+ international awards (iF, RedDot, A'Design, New York Awards) and 25+ patents
- Aligned Brand DNA and VBL for Fortune 500, solving cross-border manufacturing & positioning challenges

FRACTIONAL CHIEF INNOVATION OFFICER

Innovation Strategy, Executive Advisory, Transformation Consulting, and AI/Technology Adoption · since 2018

EXECUTIVE ADVISORY & INNOVATION GOVERNANCE

Provided executive-level consulting grounded in AI-based, data-driven inputs/outputs for organizations navigating early-stage uncertainty, funding constraints, or structural complexity. Focused on architecting the innovation infrastructure that turns complexity into scalable assets.

- Advice on strategic priorities, growth opportunities, innovation risks, and implementation approaches.
- Structure initiatives by connecting business objectives, opportunity governance, and delivery priorities.
- Coordinate multidisciplinary innovation across healthcare, digital platforms, technologies, and new ventures.
- Guide concept validation, feasibility assessment, portfolio decisions, and investment prioritization.

SELECTED INNOVATION ECOSYSTEMS

- Designed ecosystem governance for high-complexity SMART hospital environments (Little Prince Hospital)
- Designed AI-enabled SaaS supporting 20K physicians, $300M revenue & 15 parallel startups (DocSolution)
- Spin-off parallel startup of peer mentoring, with 20k physicians, 30 specialties & 100k mentoring (EducaDoc)
- Architected the MIT AI-native ecosystem integrating longevity & autonomy intelligence (AugmentAge)

PRODUCT OUTCOMES

RESEARCH: Strategy, Vision, Roadmaps, Portfolio, Innovation AUDIT report, Commercialized Growth Focus
PROCESS: Discovery, Adoption, Operations, Lifecycles / Trade-offs, and investment prioritization
TRANSFORMATION: Enterprise & Business, Organizational Change, AI Adoption, New-Venture

MIDEA GROUP

Global Innovation Advisor | Portfolio & Executive Leadership | Brand Transformation · China, 2011 - 2025

EXECUTIVE ROLE & RESPONSIBILITIES

Advise global leadership on innovation strategy, portfolio development, and cross-market alignment, connecting consumer insights, design governance, and product development.

- Supported Midea's transition from OEM producer to a global brand-led, design-driven organization
- Advised executive leadership on design systems at a global manufacturing scale
- Defined and implemented a global VBL across SDA, RAC, HVAC, and Ref categories (one design language)
- Structured portfolio architecture, aligning design intent & industrial and market realities
- Bridged design, R&D, and manufacturing into a single operating model
- Supported knowledge transfer across global design and engineering teams in Asia, the U.S., and LatAm

INNOVATION SYSTEMS AT SCALE

- Guided cross-regional design decision-making across Asia, the U.S., and Latin America
- Framed trade-offs between design investment prioritization and OEM-scale manufacturing
- Aligned design, R&D, and industrial strategy into one coherent system between departments
- Built high-performing creative teams through mentorship and a collaborative culture

BRAND IMPACT & COMPANY ACHIEVEMENTS DURING THIS PERIOD

- A major global player in Home Appliances, Robotics, Automation, and IoT-enabled systems
- Annual sales exceeding US$ 52 billion and the world's largest home appliance company and Fortune 500
- Elevated Midea Group to a global leader in: SDA, RAC, HVAC, MWO, Refrigerators, and Cooking
- Supported the US brand rollout behind $1B+ in own-brand sales and retail expansion into 1,700+ Lowe's
- Contributed to defining products and strategy, achieving $3.2B in U.S. revenue · 11% RAC market share
- Supported LatAm market share growth from 8% to 15%, with RAC exports reaching 7.3M units annually
- Contributed to the first "lighthouse factory" in Latin America with 1.3M units/year output

INNOVATION OPERATING SYSTEM & EMERGING TECHNOLOGIES

AI-NATIVE SERVER INFRASTRUCTURE PLATFORMS: SensAI & PREDICTA

Founder | Innovation & AI Systems Lead · GLOBAL, 2025 - current

STRATEGIC MANDATE

Founded and developed SensAI, an AI-native innovation system integrating research, opportunity assessment, portfolio governance, and human-led decision-making. I led the end-to-end ideation of the operating environment, enabling organizations to build, orchestrate, and scale enterprise Innovation through AI systems. The innovation engine validates and scales strategy, reducing uncertainty, accelerating decisions, improving market fit before execution and capital investments.

Combining context engineering, RAG, agentic AI, workflow orchestration, and multi-model integration, it empowers organizations to create proprietary AI capabilities while protecting intellectual property, organizational knowledge, and sensitive data, taking ideas from inception to impact on real-world problems.

KNOWLEDGE & DECISION INTELLIGENCE

- Created a context-aware decision AI platform to reduce uncertainty before execution
- Combined organizational knowledge, synthetic users, predictive validation, and human oversight
- Mapped 1,000+ strategic insights mapped, reducing innovation risk up-front
- Orchestrated human-in-the-loop AI governance to de-risk 50+ pre-validated strategic solutions

EXECUTIVE AI ORIENTATION

- Decision ownership & Governance before scale
- Risk modeled before execution
- Outcomes over System-level innovation logic experimentation

ELECTROLUX GROUP

Senior Global Innovation Leadership · Sweden / Brazil, 2009 - 2011

STRATEGIC ROLE & SCOPE

- Collaborated directly with global design leadership and regional executives on platform and brand decisions
- Accelerated concept-to-production cycles without increasing cost or quality risk
- Worked closely with global suppliers to balance cost, quality, and scalability, including DFM and tooling
- Led global design, sketching, prototyping, and engineering concepts personally through to production
- Unified global Modularization Process and local VBL through a unibody design “Only One Electrolux”
- Worked directly with engineering and R&D to keep concepts technically feasible from day one
- Unified Industrial Design, UX logic, Engineering, and R&D under a single design framework

INNOVATION ACHIEVEMENTS

- Personally led concept-to-production on the Nano Vacuum Cleaner, selling over 1M units in its first year
- Engineered the Silent Family platform, achieving up to 60% noise reduction by the HBTN noiseless system
- Designed the Green Family line, reducing plastic usage by 30%
- Repositioned the Dry Iron range for premium perception at 30% lower cost, a design/engineering trade-off
- Drove $2 - 3 per-unit (FOB) cost reductions across multiple categories
- Drove $1.2M/year in packaging savings through design-for-manufacturing discipline
- ErgoRapido: Most Popular Cordless Stick 2-in-1 VC worldwide
- Brush Roll Clean: A pedal-operated blade on the nozzle cuts through tangled hair and fibers
- Innovation and IP development across Vacuum Cleaners, SDA, Major Appliances, and Engineering Systems

BEST-SELLING PRODUCTS

- Electrolux global share: 22 million global units sold per year
- ErgoRapido: 10 million units sold since its launch
- Nano Vacuum Cleaner: within 1 million units sold in its first year
- Ultra Silent Platform: the largest canister platform worldwide

RECOGNITION

- Creative Collection VBL concept named Product of the Year - Europe (Plus X Award, Germany)
- Contributed to Electrolux being named global "Most Innovative Brand" (Plus X Award, Germany)
- Recognition across iF Design Award, RedDot, IDEA, and Good Design Awards

EARLY CAREER | OTHER EXPERIENCES

PHILIPPE STARCK	Sr. Industrial Designer	Paris, France	2008 · 2009
DOMUS ACADEMY	Sr. Industrial Designer	Milan, Italy	2007 · 2008
MCA DESIGN	Industrial Designer	Curitiba, Brazil	2002 · 2006
SPIN DESIGN	Industrial Designer	Curitiba, Brazil	1998 · 2002

EXTENSIVE EXPERIENCE IN INNOVATION DEVELOPMENT CATEGORIES

- Advanced Hardware Systems (Predicta, Little Prince SMART hospital, United Nations)
- UX/UI & Digital AI Adoption, Digital Transformation & AI Leadership (SensAI, DocSolution, EducaDoc)
- Consumer Goods (Electrolux Group, Midea Group, Toshiba, Carrier)
- Consumer Electronics (Bayer, TCL, DL)
- Robotics & Automation (33 Robotics, EXY Innovation, Midea Group)
- IoT-enabled appliances & Wearables (MIT, 33 Robotics, EXY Innovation)
- Major Appliances & Smart Home Systems (Electrolux Group, Midea Group, Toshiba, Carrier)
- Small Domestic Appliances, Vacuum Cleaners, Residential Air Conditioners, Home Environment
- Beauty & Personal Care (iWare, O Boticário, Revlon)