

WORKFORCE TRANSFORMATION EXECUTIVE

Matthew Atherfold.

Senior AI Strategy & Transformation Advisor · Dublin & London · Available for advisory, fractional and executive roles

I help organisations redesign how work gets done through policy, process, people, technology, data and AI. Twenty years across Dell, TE Connectivity, Indeed and Workday, building the systems, teams and governance that let large organisations move faster with confidence.

150K+

Employees governed

20 yrs

Global HR & tech leadership

6

Industries served

\$10M+

Workforce efficiency delivered

SELECTED WORK

Career highlights

- 2014

Built Dell's first global People Analytics function from scratch

DELL

50+ person team, self-serve platform for 6,500 users, \$10M+ workforce efficiency; ran HR data integration of the EMC acquisition alongside a global Workday rollout.
- 2018

Led Dell HR's data governance programme using Collibra

DELL

Common definitions, ownership and quality across Workday, VMS, Tableau and the Data Lake. GDPR readiness ahead of May 2018. Team recognised with the 2018 Collibra Data Citizens award for connecting Collibra to Workday.
- 2020

Redesigned the global HR operating model across 80,000 employees

TE CONNECTIVITY

\$22M+ programme portfolio. Consolidated vendors, lifted data quality to 96.6%, \$9M+ cost savings, partnering with EU works councils on sensitive workforce data.
- 2022

Replaced an over-customised CRM with a scalable GTM architecture

INDEED

Led the Salesforce migration and consolidated 20+ data sources into a unified KPI framework for international GTM operations.
- 2024

Stood up Workday's AI Centre of Excellence and a new Asia innovation centre

WORKDAY

Chief of Staff to the SVP running 2,500 engineers building AI-enabled HCM and Finance; established the AI CoE and set operating cadence.
- 2025

Founded a Practical AI Academy that creates real capability

FUTURE ACADEMY

Launched at Microsoft Ireland; 180+ Transition Year students by autumn 2025. Framed around EU AI Act Article 4 workforce literacy and human oversight.

PLATFORMS & PROGRAMMES

Digital Worker Canvas Free framework for redesigning roles and workflows for AI agents. **euqa.ai** Operating platform for AI compliance under the EU AI Act, ISO 42001 and NIST AI RMF. **IMI Faculty** Two-day “Leading the Human-AI Workforce” immersive at the Irish Management Institute.

CREDENTIALS & RECOGNITION

MSc Business Systems Analysis and Design (City, University of London). Lean Six Sigma Black Belt. AIGP (IAPP) in progress. Faculty, Irish Management Institute. 2018 Collibra Data Citizens award. Featured in The Business Post.

HOW TO ENGAGE

Advisory retainers, fractional Chief AI or Chief of Staff, board and executive-team workshops, or full workforce transformation programmes. Clients across EMEA and North America.