Tricia Sulpizio Estrada

AI Transformation & Operations Executive | COO | M.S. AI in Business

I turn hard science and new AI capability into decisions, operating systems and products people use. As COO of an AI gene-editing company I run the operating cadence, AI governance and federal proposals. On my own I build AI products and n8n agent workflows, with a person approving every step that matters.

INFO

Location
San Diego, California, USA
U.S. and Italian citizen

Website
www.TricAI.ai

SKILLS

AI & Automation
n8n agentic workflows
Claude Code · Claude API · MCP
Human-in-the-loop design
Prompt caching & evaluation
Zapier · Make · Airtable
Netlify · Vercel · GitHub · AWS

Data & Analytics
Python · Jupyter · Tableau
NLP, topic modeling & sentiment
Machine learning in business
Dashboards & KPI systems
Data lineage & governance

Leadership
AI transformation & adoption
Operating cadence & OKRs
AI governance & risk
Federal research proposals
Board & investor narratives
Zero-to-one product building
Science-to-business translation

SOCIAL

LinkedIn
linkedin.com/in/TriciaEstrada

EXPERIENCE

Aug 2023 – present

Neoclease – Chief Operating Officer

AI-driven gene editing biotech · Boston (remote) · Dec 2025 – present

- Run the operating cadence: planning, KPIs and OKRs, business reviews, decision logs, budget and headcount trade-offs.
- Lead the MD pipeline and data science team; built agentic automations for wet-lab data, meeting-to-decision pipelines and a validation gate for AI-designed molecules.
- Own AI governance and the AWS account; proprietary data stays local and out of every AI model.
- Lead and write NIH, NSF and ARPA-H proposals (scored 28 and 31 on the NIH impact scale), including an ARPA-H submission uniting 10–12 companies.

Chief of Staff to the CEO · Aug 2023 – Dec 2025

- CEO proxy; scaled the company from research to platform stage and led the go / pivot / pause calls that took the first editor library into in vivo proof of concept.

2025 – present

TricAI.ai – Founder & Principal

AI venture and product studio · www.TricAI.ai

- Build and ship AI products alone, from idea to deployment and marketing: Gantt IQ and Starcognito (live betas), Wonkido Studio, and three live n8n agents.
- Make animation without an animator and software without engineers.

Value Stream Science · Co-founder · Sept 2026 – present · valuestreamscience.ai

- Designing Methods, an AI platform that maps how researchers work and produces standardized templates and analysis scripts.

Jan 2011 – Feb 2023

Brighter Futures for Beautiful Minds – Founder & CEO

Education technology · creator of the Wonkido series

- Built a web and iOS platform where five user roles shared a child's daily schedule and rewards.
- Took Wonkido from a blank page to a multi-platform brand: iOS apps, DVD, licensing, 24 million+ views. Covered by CNN and Wired; four industry awards.
- Owned product, IP and licensing, and go-to-market; hired and led a team of five for 12 years.

Sept 1995 – Sept 2002

Qualcomm – Senior Marketing Coordinator

Seven years as the company grew from 2,500 to 30,000 employees

- Ran division PR and media strategy and executive media training; designed the employee volunteer fair three years running with Corporate Giving.

2003 – 2016

Earlier roles

Marketing, Strategy & Development Consultant (Jan 2003 – Aug 2011) · Marketing & Development Director, Miracle Babies (May 2013 – Dec 2014), co-author of the YMCA maternal nutrition curriculum “Healthy Women, Healthy Children” · Owner & Operator, Palm Tree Investments (2016 – present)

TOOLKIT

Models
Claude (primary platform)
OpenAI GPT in n8n agents
Gemini · Google AI Studio
Veo · Runway · Kling · Seedance
ElevenLabs voice

Methods
BERTopic & embeddings
Aspect-level sentiment
BERT vs. TF-IDF benchmarks
Few-shot prompting
Annualized loss & NPV models

Governance
NIST AI Risk Management Framework
COBIT 2019 · ISO/IEC 27001
Degrees of autonomy
AI usage & access standards
Go/no-go and QA gates

AWARDS

Wonkido
Moms Best Award, 2012
CODiE Award, 2013
Academic Choice Smart Media Award, 2015
Moms Choice Award, 2016

Neoclease
Chiesi Golden Ticket, BioLabs
MilliporeSigma, $289,000 in kind
Creative Destruction Lab cohort
MassBio Drive, Fall 2026 cohort

GIVING

20 years of family foundation work; closest tie the Sulpizio Cardiovascular Center at UCSD
Board member, The Peace Studio (2023 – 2025)
Michael J. Fox Foundation LITE Initiative

EDUCATION

ASU W. P. Carey School of Business
Arizona State University

Expected Dec 2026

Arizona State University, W. P. Carey – M.S. Artificial Intelligence in Business

- AI in Business
- Enterprise Data Analytics
- Business Data Visualization
- AI Business Strategy
- AI and Data Analytics Strategy
- Programming for AI and Analytics
- Machine Learning in Business
- Data and Technology Governance
- Analytics for Unstructured Data
- Transforming Business with AI

June 2004

California State University San Marcos – M.A. and B.A., Psychology

Thesis: “Factors that Motivate Charitable Giving”

AI AUTOMATION BUILDS

KEYWORD NEWS AGENT
N8N · LIVE DAILY
Watches six feeds for chosen keywords, checks relevance and invented numbers in code, summarizes with a GPT agent, and publishes only after approval.

AUTOMATED STATS & MEDIA AGENTS
N8N · LIVE DAILY
Pull official stats and new media each morning and fill a dashboard after approval. First built for a college athlete's site.

WONKIDO STUDIO
CLAUDE API · NETLIFY
Writes an episode, production sheet and parent note from one line, using eight original scripts as examples; 1 to 7 cents a run with caching.

NEOCLEASE LAB AUTOMATIONS
AGENTIC · AWS
Standardized wet-lab data processing, meeting transcripts turned into decisions, and a validation gate for AI-designed molecules.

AI-ASSISTED FEDERAL PROPOSALS
WORKFLOW
Turns transcripts, investigator input and partner files into submission-ready NIH, NSF and ARPA-H applications.

GANTT IQ · STARCOGNITO
LIVE BETAS
Branded project timelines with styled Excel export; an anonymous talent platform with a voting and ranking engine.

MASTER’S PROJECTS

UNSURVEYED
Finds what customers judge a business on from its reviews, then scores each business on it. BERTopic, aspect sentiment, BERT vs. TF-IDF models.

BACKROOM BUSINESS CASE
Led the team proposal for an AI operating assistant for owner-operated businesses: market sized from SBA and Census data, six competitors, revenue model.

GENERATIVE VIDEO RACE IN TABLEAU
Five-view story with a cross-filtering dashboard; source and as-of date on every row.

SECURITY INVESTMENT PORTFOLIO
Ranked 15 controls by annualized loss and NPV; recommended $1.76M against $7.3M of yearly exposure (five-year NPV $14.4M).

ACQUISITION DUE DILIGENCE BRIEF
Audit-committee brief on an $11.1B deal with Day 30, 90 and 180 integration gates.

NEOCLEASE DATA LINEAGE MODEL
Traces every generated editor to its model version, training data, screening and lab result.

PATENTS & RESEARCH

Apr 2026

“Systems and Methods for Novel Molecule Generation”
WO 2026/089800, published international patent; named inventor, Neoclease, Inc. A second, composition-of-matter patent is filed.

Forthcoming

AI Generation in Scientific Research
Co-author of a bioRxiv preprint on applying generative AI to scientific research.