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Dear Pencil Hiring Team,

The challenge for marketing organizations is no longer simply discovering what generative AI can do. It is making AI useful in the way people actually work, with clear ownership, repeatable processes and creative standards that hold up after launch.

That is why Pencil's AI Transformation Lead role caught my attention.

I bring more than 20 years of leadership across advertising, consulting, digital experience and creative technology, alongside hands-on work designing AI-enabled creative workflows. At ASTOUND, I conceived an AI-assisted Exhibit Design Engine connecting briefs and design constraints to concept development with human review built into the process. Through CommandAlpha_Studios, I develop structured content workflows and prototypes that connect context, generation, evaluation and approval rather than treating AI as an isolated experiment.

I also know how to lead complex client engagements. At VML, I directed the Ford Canada creative relationship across teams and markets. At Deloitte, I helped senior stakeholders turn ambiguous challenges into workshops, prototypes and actionable transformation narratives. At conversationHEALTH, I partnered with product and technical teams to shape conversational AI experiences in healthcare. Those roles taught me to make a clear recommendation, bring people along and remain accountable for the quality of the work.

Pencil's commitment to making AI the default in advertising without replacing creative people resonates with how I work. I would welcome the opportunity to help your clients move beyond pilots toward durable, well-designed AI workflows, and to turn the lessons from each engagement into methods others can use.

Sincerely,

A handwritten signature in black ink, appearing to read 'Carlos Garavito', with a stylized, flowing script.

Carlos Garavito