

Mariella Treleven

AI Strategy Consultant | AI Governance & Readiness | Technology Advisory

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SUMMARY

Technology consultant specializing in AI strategy, governance, and organizational adoption. Advise businesses on AI readiness, tool selection, and responsible implementation while building governance frameworks aligned with ISO 42001. Unique combination of hands-on AI platform experience — having built and deployed production AI applications — with client-facing consulting across energy, sustainability, and technology sectors. Translate complex AI capabilities into actionable business strategies, roadmaps, and governance models for non-technical and technical stakeholders alike.

EXPERIENCE

Founder & AI Strategy Consultant

January 2026 - Present

M-1-1 Consulting

- Assess client AI readiness and develop tailored adoption roadmaps covering tool selection, capability building, and governance requirements
- Evaluate generative AI platforms (OpenAI, Claude, Gemini, open-source) against client use cases to recommend appropriate solutions
- Facilitate discovery sessions with business stakeholders to identify AI opportunities and define transformation priorities
- Design and implement AI-powered workflows, translating business requirements into scalable automation solutions
- Advise on responsible AI practices, data governance, and risk management for organizations adopting AI tools
- Provide ongoing enablement and support to drive adoption across technical and non-technical teams

Founder & CEO

July 2025 - Present

OffsetMy AI LLC — [OffsetMy.ai](#) / [OffsetOur.ai](#)

- Defined product strategy and led development of a multi-product AI SaaS platform from concept through production launch
- Built [OffsetOur.ai](#), an enterprise AI governance platform aligned with ISO 42001, featuring AI system inventories, risk assessment frameworks, and compliance tracking
- Developed go-to-market strategy including pricing models, partner channel program, and sales agent network
- Integrated LLM APIs (OpenAI) into production workflows for automated environmental impact analysis
- Designed API product with tiered access and developer documentation, balancing technical architecture with business model requirements
- Managed cross-functional coordination across engineering, sales, legal, and partnerships to align AI capabilities with business objectives

AI Trainer — LLM Evaluation Specialist

February 2025 - Present

Outlier.ai

- Evaluate large language model outputs across GPT, Llama, and Gemini families for accuracy, safety, and business applicability

- Develop deep applied understanding of generative AI capabilities, limitations, and failure modes across diverse use cases
- Provide structured assessments used to improve model performance and inform training priorities

Energy Consultant

March 2023 - February 2026

Navigate Power / Verde Solutions

- Advised commercial and residential clients on energy strategy, conducting needs assessments and developing customized procurement recommendations
- Analyzed complex rate structures and market data to build business cases for client decision-making
- Managed client relationships across the full engagement lifecycle from discovery through contract execution
- Collaborated with legal, compliance, and operations teams to deliver solutions aligned with regulatory requirements

Solar Consultant

March 2023 - Present

RxSun

- Advise clients on clean energy technology adoption, conducting site assessments and presenting data-driven recommendations to stakeholders

EDUCATION

Master's, Sustainability Management

University of Wisconsin-Oshkosh

Bachelor of Science, Applied Economics

University of Wisconsin-Madison

Minor: Environmental Science

SKILLS & EXPERTISE

AI Strategy & Advisory: AI Readiness Assessment, Adoption Roadmaps, Technology Selection, Use Case Identification, Digital Transformation

AI Platforms & Tools: OpenAI (GPT-4), Anthropic (Claude), Google (Gemini), LLM Integration, Prompt Engineering, AI Model Evaluation

Technical Foundation: SaaS Architecture, REST APIs, Cloud Deployment, Data Pipelines, PostgreSQL, Node.js, React

AI Governance: ISO 42001, Risk Assessment Frameworks, AI Inventory Management, Compliance Tracking, Responsible AI, Ethical AI Principles

Consulting & Communication: Client Advisory, Stakeholder Engagement, Workshop Facilitation, Presentation, Business Case Development, Executive Communication

Business: Product Strategy, Go-to-Market Planning, Partner Channel Development, Pricing Strategy, Agile Methodologies