

# SEAN WILLIAM HAMMOND

AI Strategy & Operations | Shaping the Conditions Where Coherent Work Emerges

Farmington, Maine • sean@surfstarmedia.com • surfstarmedia.com • linkedin.com/in/seanhammond

## PROFESSIONAL SUMMARY

---

Sean William Hammond is an operational leader and systems builder with over twenty years of experience making complex, high-stakes environments actually work. The same job in different rooms: Major League Baseball, the Vans Warped Tour, and the independent creative and technical studio he built and runs. Some of the talent just isn't human.

Through sustained, hands-on collaboration with frontier AI models, he has developed a practical understanding of what determines whether these systems produce coherent, trustworthy results or fluent performance. He focuses on designing the actual conditions — decision rights, memory structures, communication standards, and accountability — that allow AI to serve real purposes. His approach combines strategic clarity with operational grounding: he helps organizations move from abstract possibility to concrete implementation that holds up under real constraints.

## CORE COMPETENCIES

---

- AI Strategy, Governance & Implementation
- AI Adoption, Enablement & Change Management
- Strategic Systems Building & Workflow Design
- Operational Leadership & Program Management
- Team Building & High-Performance Environments
- Philosophy, Ethics & Logic-Driven Analysis

## PROFESSIONAL EXPERIENCE

---

**Surf Star Media** | 2004 – Present | Farmington, Maine

*Founder & Producer, Creative Systems*

Runs a lean, independent studio — now an applied-AI practice — delivering creative and technical work for professional clients across digital platforms.

- Leads AI adoption for non-technical teams — hands-on training in prompting, content generation, and everyday workflows, with honest framing of what the tools can and cannot do.
- Integrates AI systems into client workflows and decision-making, designing practical frameworks that improve operational consistency and reduce reliance on manual effort.
- Designs, builds, and maintains complex Joomla and WordPress sites — full-cycle development, hosting, and technical management — built for mobile, structured data, and AI answer engines, not just Google.
- Produces professional audio narration, video, and post-production — including AI-assisted pipelines — engineered in a sound-treated studio built for the human voice.
- Supports independent creators with end-to-end self-publishing: audiobook production, layout, and distribution.

**Selected clients:** *City of Scottsdale, City of Tempe, SitePoint.com, and Pillar Strong.*

**Major League Baseball** | 2012 – 2015 | Scottsdale, AZ

*Office of the Commissioner — MiLB Initiatives & Special Projects · Full-time*

- Developed and led the MiLB Outreach Program — strategy and new-media initiatives presented to and aligned with both minor- and major-league leadership.
- Managed Arizona Fall League operations through the season: marketing, promotions, and events across multiple MLB organizations with competing stakeholder priorities.

*Operations Manager, Arizona Fall League — Surprise Saguaros · Seasonal*

- Ran day-to-day baseball and stadium operations for a roster of top prospects from five MLB organizations — staff, budgets, media relations, community outreach, and logistics.

- Supported Angels and Royals Spring Training operations; served as Fields Manager and PA Announcer at Tempe Diablo Stadium.

*Creative & Technical Consultant — MiLB / AFL, via Surf Star Media · 2013 – 2018*

- Designed and launched a mobile-first AFL scouting platform — real-time matchups, rosters, and league updates — adopted league-wide as a standard field resource for MLB scouts.
- Produced print advertising and a range of creative and digital projects for the league.

**Vans Warped Tour (4Fini, Inc.)** | 2007 – 2008 | North America

*Senior Tour Manager*

- Owned radio and promotions at one of North America's largest traveling music festivals — running daily setup and logistics (space, equipment, staging) for that operation and for assigned vendors, sponsors, and artists — scaling from a West Coast regional run in 2007 to the full 45+ city North American tour in 2008.
- Served as point of contact for assigned artists and crew; ran VIP hospitality, backstage Dressing Room access, meet-and-greets, and on-site guest relations under high-pressure, fast-changing conditions.

**Sony Music Entertainment** | 2007 – 2008 | Rocky Mountain Region

*College Marketing Representative*

- Held the entire Rocky Mountain region as Sony's sole representative through the industry's digital downturn — running radio (alternative and college stations), retail, and street-marketing campaigns for major-label releases.
- Became the label's on-the-ground contact for time-sensitive tour and artist logistics, trusted by New York executives to execute solo and on short notice.

## AUTHOR & CREATIVE PROJECTS

---

**Author & Independent Creator** | 2015 – Present

Published three books — *The Ballad of Stevie Pearl* (2024), *The Final Book: Gods* (2016), and *The Mixtape Manifesto* (2015).

- **The Conduit State** — an ongoing inquiry into human–AI relationship design, combining original essays with AI-assisted narration, image, and video production.
- **The Mortal Testament** — an AI-native interactive mythology featuring multi-voice AI narration, custom-generated music and visuals, and complex narrative architecture across digital formats.
- **Speaking & media** — panels and presentations at comic conventions, book festivals, and pop-culture events nationwide; podcast and radio guest on philosophy, creative systems, and human–AI relationships.

## EDUCATION

---

**Bachelor of Arts in Philosophy** | 2018 | cum laude

University of Nevada, Las Vegas

Coursework focused on AI ethics and metaphysics; encouraged by the department to pursue PhD-level research in AI philosophy and ethics.

## TOOLS & PLATFORMS

---

**AI & LLMs:** Claude, GPT, Gemini, Grok · **Automation & Integration:** APIs, custom scripts · **Web & Systems:** Joomla, WordPress, HTML/CSS, structured data · **Generative Media:** ElevenLabs, Adobe Firefly, LeonardoAI, Topaz Labs · **Creative Production:** Adobe CC — Photoshop, Illustrator, Premiere Pro, Audition