

# Beth Rudden

Founder and CEO, Bast AI | Former IBM Distinguished Engineer | Board Trustee and AI Governance Advisor

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## EXECUTIVE PROFILE

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Beth Rudden is Founder and CEO of Bast AI, an enterprise AI operator, former IBM Distinguished Engineer, and board-level advisor whose work spans trustworthy AI, data lineage, ontology systems, education, and institutional governance. She has built and governed AI systems at global scale, created and secured The Open Group accreditation for a data-science professional pathway completed by 10,000+ data scientists across 175 countries, led a \$450M AI P&L inside IBM's \$34B services division, and now builds explainable AI control infrastructure for organizations that need every answer traceable and defensible.

Her board relevance sits at the intersection of higher education, workforce transformation, responsible technology adoption, and public accountability: the exact terrain institutions face as AI becomes part of learning, operations, governance, and employer expectations.

## BOARD AND INSTITUTIONAL GOVERNANCE RELEVANCE

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- **Higher-education governance:** Current Board of Trustees member at Maryville University; works directly with university leaders on AI-enabled student success and accountable deployment.
- **Workforce and technology education:** Created and secured The Open Group accreditation for a data-science professional pathway completed by 10,000+ data scientists across 175 countries; co-authored *AI for the Rest of Us*.
- **AI oversight and risk:** Advises boards and executive teams on AI readiness, vendor and contract exposure, risk trade-offs, traceability, and board-level AI governance.
- **Student outcomes and institutional accountability:** Bast's Maryville University partnership saved \$1.2M in the first semester and contributed to a 12% drop in nursing-student attrition, with an explainable support path the university can defend.
- **Public trust:** Testified on Colorado's landmark AI consumer protection legislation and contributes to policy, safety, and accountability forums.

## BOARD, ADVISORY, AND GOVERNANCE

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- **Board of Trustees, Maryville University**
- **Advisory Board, Center for Advancing Safety of Machine Intelligence (CASMI), Northwestern University**
- **Regulating AI - Expert**
- **Cognitive World Think Tank Member**
- **Conference Host, Enterprise AI World at KMWorld (2024, 2025)**
- **Board and executive AI advisor** - AI intent charters, governance operating models, vendor review protocols, AI risk scorecards, and governed AI instances for board work.

## PROFESSIONAL EXPERIENCE

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### Founder and CEO, Bast AI

*Explainable AI control infrastructure, ontology systems, and governed deployment.*

- Built explainable AI control infrastructure and a core ontology engine for traceable, source-grounded AI.
- Filed five Bast AI patents covering the core ontology engine, including two issued patents.
- Leads sponsor-customer partnerships that turn institutional expertise into reusable models that show their work.
- Built AI systems for institutional settings where transparency, provenance, compliance, and user trust are operational requirements.

## Chief Data Officer, IBM's \$34B Services Division

*Enterprise AI, data strategy, and global services operations.*

- Led a \$450M AI P&L and grew it 20% in six months.
- Drove enterprise architecture, data lineage, provenance, and AI operating models at global scale.
- Connected AI strategy to measurable delivery across business, technical, and client-facing teams.

## IBM Distinguished Engineer

*Appointed 2016.*

- Held one of IBM's senior technical leadership appointments, focused on enterprise architecture, trustworthy AI, data systems, and scalable technical strategy.
- Recognized as a cross-enterprise technical leader able to translate complex systems into executive action.

## IBM Senior Technical Staff Member (STSM)

*Appointed 2012.*

- Advanced IBM's technical agenda across data, semantic systems, AI architecture, and client transformation.

## IBM Master Inventor

*Named 2019.*

- Inventor and collaborator on 30+ patents and publications spanning AI, NLP, knowledge graphs, data privacy, IoT, and semantic systems.

## HIGHER EDUCATION AND WORKFORCE IMPACT

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- **Maryville University sponsor-customer partnership:** \$1.2M saved in the first semester and 12% drop in nursing-student attrition through an explainable support path.
- **Global AI talent development:** Created and secured The Open Group accreditation for a data-science professional pathway completed by 10,000+ data scientists across 175 countries.
- **Professional pathways:** Created and accredited a data-science profession through The Open Group; later recognized as Distinguished Data Scientist.
- **Executive education and board enablement:** Designs briefings, cohorts, and governance exercises that help leaders align on AI intent, risk, and operating controls.
- **SXSW EDU 2024:** Speaker for "AI's Leap: Shaping Tailored Learning."

## POLICY AND PUBLIC ACCOUNTABILITY

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- Testified before the Colorado Senate Judiciary Committee on SB24-205, Colorado's landmark AI consumer protection act.
- Panelist alongside Colorado Attorney General Phil Weiser at Silicon Flatirons on the regulatory future of AI.
- Speaker at the ISP Symposium, Denver Museum of Nature and Science, with Congressman Joe Neguse on science communication ethics (2023).
- Expert contributor on explainable AI, AI safety, and governance through public writing, convenings, and policy-facing forums.

## PATENTS, PUBLICATIONS, AND OPEN TECHNICAL ASSETS

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30+ patents and publications as primary inventor or collaborator, spanning AI, natural language processing, knowledge graphs, data privacy, IoT, and semantic systems. Patent records are commonly indexed under Mary E. Rudden. Select patents and open technical assets were contributed to open-source ecosystems, including the Linux Foundation.

- **IBM Data Science - Best Practices:** Open-source production-readiness playbook for data scientists and ML engineers, covering versioning, scalability, monitoring, engineering, testing, quality measurement, model training, deployment, automation, sizing, and security.
- **Bast AI:** Five patent filings covering the core ontology engine, including two issued patents.
- **Ontology-driven Feature Engineering in Statistical Predictions**
- **Hyperplane Optimization in High Dimensional Ontology**
- **Generative Learning Paths for Autonomous Upskilling**
- **Representation of Distributional Similarity in Semantic Graphs**
- **Violation and Exception Life Cycle Management via Blockchain**
- **Method to Identify and Prevent Privacy Violations in Consumer Devices**

## BOOKS, WRITING, AND EXPERT CONTRIBUTIONS

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- ***AI for the Rest of Us*** - Co-author; nominated #1 book to read in 2024 by Constellation Research.
- ***Julian Steward and the Great Basin*** - Co-author and editor.
- **Substack**: "7 Ways to Spot Someone Who Thinks the AI Understands Them" - most-read essay, 63K views (2026).
- **Cognitive World**: Writer and expert contributor.
- **VentureBeat**: Writer and expert contributor.
- **KMWorld**: "Crossing the AI Chasm" featured column.
- **Google Scholar**: Publications indexed under Beth Rudden.

## AWARDS AND RECOGNITION

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- **Empressa AI25** - Named one of 25 Women Setting the Standard for Leadership in AI (2026).
- **WOW3 Unstoppable** - Most Inspirational Women of Web3 and AI (2025).
- **Distinguished Data Scientist** - Professional Certification, The Open Group (2024).
- **Bast AI** awarded OEDIT Early-Stage Capital and Retention Grant (2024).
- ***AI for the Rest of Us*** - Nominated #1 book to read in 2024 by Constellation Research.
- **100 Most Brilliant Leaders in AI Ethics** (2023).
- **IBM Master Inventor** (2019).
- **Lifetime Achievement Award**, IBM Academy of Technology.

## SELECTED KEYNOTES AND PUBLIC LEADERSHIP

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- **The Cynefin Exploratory - Eagle** - One of three Eagles with Dave Snowden and Delia McCabe (2026).
- **EarthX** - Speaker (2026).
- **Concordia Live** - Gen. David Petraeus (Ret.) and Arvind Krishna in attendance (2025).
- **Denver Council on Foreign Relations** - Keynote; followed by the Dean of the Korbel School, the Ambassador of the Middle East, and Representative of Taiwan (2025).
- **SXSW EDU** - "AI's Leap: Shaping Tailored Learning" (2024).
- **Colorado Senate Judiciary Committee** - SB24-205 testimony (2024).
- **The Salzburg Dialogue** - Austria (2023).
- **Global Female Leaders Economic Forum** - Berlin (2023).

## SELECTED PODCASTS AND INTERVIEWS

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- **Masters of Scale Strategy Sessions** - with Reid Hoffman and Rana el Kaliouby.
- **Untangled**: "Your data isn't exhaust. It's a belonging." (2026).
- **Authentic Ewe**: "Human Wisdom and Better Leadership" (2026).
- **Alistair Langer Podcast**: "Your AI Is Your Mirror, Not Your Oracle."
- **DataStax Podcast**: "Redefining AI Ethics: The Key Role of Explainability."
- **Artificiality Institute** - Conversation (2025).

## EDUCATION AND CREDENTIALS

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- **MA, Anthropology** - University of Denver (1998).
- **BA, Classical Archaeology** - Greek and Latin, Florida State University (1996).
- **Distinguished Data Scientist** - Professional Certification, The Open Group (2024).
- **L3 Thought Leader Certified Data Scientist** - The Open Group (2018; renewed 2022 and 2024).
- **IBM Distinguished Engineer** - Appointed 2016.
- **IBM Senior Technical Staff Member** - Appointed 2012.
- **IBM Master Inventor** - 2019.