



Judith Cardenas, PhD

Dr. Judith Cardenas is the dynamic CEO of Strategies By Design, a consultancy renowned for aiding organizations worldwide in crafting innovative solutions and captivating experiences for their clientele. Her forte lies in guiding leaders through the transformative use of AI in their businesses, expertly blending human-centered design with AI strategy to accelerate success by crafting unparalleled experiences for customers and employees.

Holding dual doctorates in education administration, training, and performance improvement, Dr. Cardenas is also well-versed in leadership, innovation, and AI, having pursued extensive postdoctoral training and certifications in these areas.

Her professional journey is marked by significant executive management roles, notably overseeing substantial public institutions. This includes managing a robust operational budget of \$146 million, an additional \$30 million in federal funds, a \$10 million foundational endowment, and leading a workforce of 3000 employees. Dr. Cardenas has a rich history of developing and delivering training programs for prestigious organizations such as the World Bank, United Nations, QVC, Inc., Phillips Semiconductor, and various U.S. government agencies, including the Navy, Nuclear Regulatory Agency, and Army.