

PRODUCT | PLATFORMS | DIGITAL TRANSFORMATION

Transforming Complexity into Clarity

Make Doing Easier is a product innovation, venture studio, and digital transformation consultancy helping organizations modernize operations, design customer-centered products, and leverage artificial intelligence for measurable business outcomes.



NYC MBE

Certified status

NYS MBE

Certified status

MTA MBE

Certified status

HUBZone

Certified

CORE CAPABILITIES

Product Strategy and Innovation

Product vision, roadmaps, discovery, AI product strategy, product management, and CX design.

Digital Transformation

Business process modernization, legacy transformation, cloud strategy, architecture, and change enablement.

Artificial Intelligence and Automation

AI readiness, agentic workflows, governance, knowledge management, and intelligent automation.

Technology Leadership

Fractional CPO/CTO, interim IT leadership, PMO, executive advisory, and delivery operating models.

Community and Membership Solutions

Digital communities, member engagement, volunteer management, and collaboration systems.

FEATURED INITIATIVES

Gather

An AI-powered community platform that strengthens belonging, preserves institutional knowledge, and amplifies community impact through intelligent collaboration.

TalentBridge

An AI-powered workforce intelligence platform connecting organizations with talent through skills, experience, and potential using assisted matching and analytics.

DIFFERENTIATORS

- Executive leadership across Product, Engineering, and IT.
- Experience in healthcare, financial services, nonprofits, and community organizations.
- Practical AI adoption focused on measurable business value.

CONTACT

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