

Bill Duane Joins Prosperous.ai as Senior Advisor to Advance Equitable Financial Wellness Through AI

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[Prosperous.ai](#), a mission-driven technology startup developing an AI-powered personal financial management platform, today announced the appointment of [Bill Duane](#) as Senior Advisor. Duane, a globally respected expert in leadership, systems thinking, and organizational transformation, will play a critical role in guiding the company's product development, ethics framework, and impact strategy.



Prosperous.ai is building intelligent tools designed to help users—from all socio-economic backgrounds—navigate financial challenges, build literacy, and make more informed decisions. With a focus on underserved communities and individuals with limited access to traditional financial guidance, the company is leveraging large language models and behavioral science to democratize financial empowerment.

Bill Duane is the principal at Bill Duane and Associates, an innovation consulting firm with a focus on AI. He helps organizations execute well in ambiguity and rapid change through innovation, managing complexity and resilience. He works with leading for and non-profit organizations including Google, The White House, Genentech, Amazon, Google X, The World Business Dialog, The Kennedy Forum, Bayer, Wonda AI, Cross Labs AI, Roche, Bicycle i.o., The Earth Species Project, Vigil Neuroscience, Sri Lanka Association of Software and Service Companies, Area 120, New Conversations Initiative, Google for Startups, Hopelab and The Dakota Foundation. He teaches workshops on innovation at Stanford's Hasso Plattner Institute of Design. He is also the Director of Strategy and Implementation at the Center for the Study of Apparent Selves, working on applied AI ethics through a Buddhist lens and holds a Research Fellowship at Rangjung Yeshe Institute at Kathmandu University as part of this effort. He has published several papers on care as a driver of intelligence in human and AI agents in peer reviewed journals.

Previously he was an engineering executive at Google for nine years, leading worldwide production engineering teams for websearch infrastructure and then Google Workspace (gmail, docs, calendar, etc.) responsible for scaling these services globally during hypergrowth. After becoming curious about burnout, performance and culture, he started a second career at Google, establishing the global role of Superintendent of Wellbeing and creating successful programs to explore the intersection of performance and human flourishing for the following five years. He is currently on the advisory board of Search Inside Yourself Leadership Institute, a Fellowship Advisor to the Just Economy Institute and advisor to several for-profit and nonprofit startups including Amazon, Google X and several AI companies. He was previously a full board member of Search Inside Yourself Leadership Institute and Board Chair of Veterans' PATH, a nonprofit bringing mindfulness to veterans with PTSD.

"Bill's deep expertise in human systems and his commitment to compassionate, scalable transformation make him an ideal partner for Prosperous.ai," said Jason Huemer, CEO of Prosperous.ai. "Our mission is not just to build smarter financial tools, but to support real behavioral change and long-term resilience—especially for people who have historically been left behind by the financial system. Bill understands how to design for that kind of impact from the inside out."

As Senior Advisor, Duane will support the integration of mindfulness-informed design, ethical AI governance, and scalable human-centered practices into Prosperous.ai's core product and strategy.

"I'm thrilled to join Prosperous.ai in its mission to bring meaningful financial well-being to more people," said Duane. "AI has enormous potential to level the playing field—if it's guided with wisdom, ethics, and a deep understanding of human behavior. I look forward to helping this team deliver on that promise."

The addition of Bill Duane marks a significant milestone in Prosperous.ai's growth as it prepares for its upcoming product beta launch.

About Prosperous.ai

Prosperous.ai is a technology company building an AI-driven personal financial management platform focused on increasing financial literacy and improving financial outcomes across income levels. With an emphasis on accessibility and inclusion, Prosperous.ai aims to empower millions of Americans—particularly those in the least affluent and underserved communities—to take control of their financial futures through intelligent, ethical, and user-friendly tools.

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