

# Meaningful AI Launches Human Resources Vertical, Appoints Doug Dean as Board Advisor

*26-Year CHRO Veteran Joins Advisory Team as Firm Expands Dedicated Practice for HR Leaders*

ATLANTA, GA, UNITED STATES, June 25, 2026 /EINPresswire.com/ -- [Meaningful AI](#) today announced the launch of its Human Resources vertical, a dedicated practice built to help HR leaders navigate AI adoption with clarity and a grounding in real-world workforce strategy. Alongside the launch, the firm announced the appointment of Doug Dean, CCP, SPHR, as board advisor and strategic partner for the HR vertical.

The launch reflects a straightforward belief: effective AI adoption in human resources requires more than technical expertise. It requires understanding the people, culture, and organizational dynamics that HR leaders manage every day.



Doug Dean, Meaningful AI

Dean spent 26 years as Chief Human Resources Officer at Children's of Alabama, the state's premier pediatric healthcare system, where he led workforce growth that scaled the organization to nearly 6,000 employees. His work in recruitment, retention, and leadership development helped earn recognition from Forbes as a Best-in-State Employer, Newsweek's Greatest Workplaces and Greatest Workplaces for Women, and the NRC Health Excellence in Patient Experience Award. He has also held HR leadership roles at Blue Cross Blue Shield of Alabama and Baptist Health System, and began his career as Employee Benefits Trust Officer at AmSouth Bank. That range across banking, healthcare payors, and healthcare providers gives him a perspective on organizational change that spans sectors and scale.

Dean views the current AI moment as one of the most consequential of his career. Throughout his tenure as a CHRO, he grappled with a persistent challenge: Gallup research consistently



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*Doug Dean*

finding that only 34% of American workers feel highly engaged at work. He sees AI not as a productivity story, but as an opportunity to change the human experience of work itself.

"It is against that unacceptable backdrop, which I view as a call to action for business leaders, that AI arrives with enormous potential to transform the very place we spend such a big chunk of the hours in our lives," Dean said. "We

have to get it right on execution of AI that includes enhancing our workplace brands, but I can't recall a time of greater opportunity. The price of waiting to adopt is likely very significant."

Dean came to Meaningful AI through the firm's AI Immersion Workshop, an experience he credits with shaping his understanding of what intentional, human-centered AI adoption looks like in practice.

"Such was my good fortune in getting to know the founders of Meaningful AI, CEO Matt McKenzie and Chief Innovation Officer Jason Rhoades, through their brilliantly designed AI Immersion Workshop," Dean said. "Their vision was aimed at gearing up clients for true transformation of business outcomes with proven ROI built to last."

CEO Matt McKenzie adds, "Doug brings something rare to this conversation. He lived the complexity of workforce leadership for more than two decades, at scale, across some of the most demanding environments in American business. When he talks about AI's potential to change how people experience their jobs, he's drawing on real stakes, real decisions, and real people. That's the kind of guidance we want shaping how we show up for HR leaders."

Dean holds the Certified Compensation Professional (CCP) and Senior Professional in Human Resources (SPHR) designations. He has been published in *Compensation & Benefits Review*, contributed to Thomas Wilson's *Rewards that Drive High Performance*, and spoken at *WorldatWork*. He was named Human Resource Executive of the Year (Large Company) by the *Birmingham Business Journal*. He holds a B.A. from St. Meinrad College (magna cum laude) and a Master of Arts in Public and Private Management from Birmingham-Southern College.

About Meaningful AI: Meaningful AI is an advisory and consulting firm helping organizations use artificial intelligence to make smarter decisions, build stronger teams, and grow sustainably. With expertise across HR, financial institutions, operations, and organizational strategy, Meaningful AI partners with leaders to design and implement AI-enabled solutions that are practical, ethical, and built for the real world. Headquartered in Birmingham, Alabama, Meaningful AI works with clients across industries to make AI not just accessible, but meaningful.

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