

JAMES "JP" POULTER



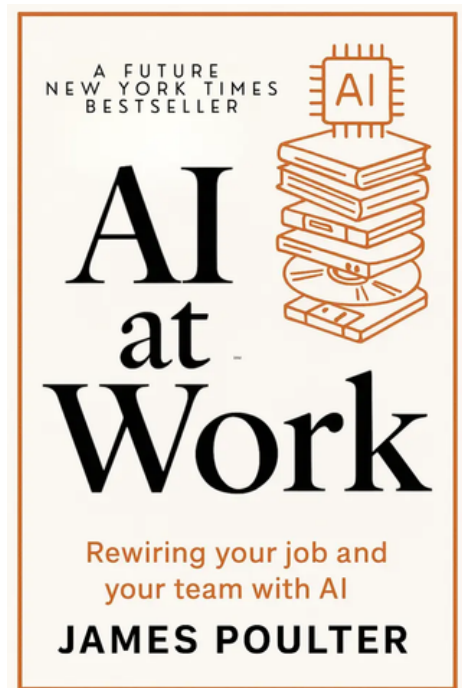
Shaping the Future of AI, Innovation and Human Connection

James "JP" Poulter is an innovation strategist with nearly 20 years of experience in AI strategy, digital experiences, and emerging technology. He's advised Fortune 500 brands, non-profits, and executives on driving innovation and building AI-powered customer engagement.

As CEO and Co-Founder of Vixen Labs, JP helped make it one of the world's leading Conversational AI agencies, working with brands like Amazon, Sony Music, HBO, Universal Music Group, and Diageo. Following its 2023 acquisition by House 337, JP became Head of AI & Innovation, where he now leads AI strategy, generative search, and conversational deployments for clients such as Verizon, Dyson, and Universal Music Group.

Previously, JP served as Head of Emerging Platforms & Partnerships at The LEGO Group, where he helped launch LEGO Life, a safe social network for kids that expanded to 29 countries and over 5 million users, alongside partnerships with GIPHY, Amazon Alexa, and Google AI.

A frequent keynote speaker and media commentator, JP shares insights on AI, innovation culture, and digital engagement across the US and Europe.



AI at Work: Creating a Full-Stack AI Organization, James Poulter delivers a comprehensive guide to building AI capabilities across every layer of your organization.

[Join the Book Waitlist](#) for the August 2026 launch!

Signature TOPICS

AI-Powered Customer Experience

- Transform brand engagement with AI, ChatGPT, and automation
- Integrate AI into marketing, social, and customer service
- Balance efficiency with authentic human connection

Innovation Leadership in the AI Era

- Build and lead teams that thrive with AI
- Foster an innovation-driven culture and continuous learning
- Manage change and measure team performance with AI tools

The Robots Are Coming

- Rewire your organization for the AI age
- Apply JP's "AI Nervous System" framework
- Customize LLMs, navigate ethics, and enhance human connection

Resources

HOW AI IS TRANSFORMING THE WORLD AT WORK INTO THE 2030'S



JP has an incredible ability to make complex technological concepts accessible and exciting for any audience.

- **Global Head of Innovation, Fortune 500 Company**