

The Agentic AI Ambassador

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What it is: A researcher who, in addition to running studies, is also finding where an agent can exist and getting it built. They sit between research and research operations, thinking about recurring questions, what can be automated, and where teams can rely on AI to improve efficiency.

What they actually do

- Stay close to the AI tools, new usage patterns across their organization, including research and other product functions.
- Understand where there are gaps in connecting user insights into products and identify ways to apply AI in filling those gaps.
- Spot the patterns worth automating (asked often, answerable with data, low judgment risk) and spec them as agent builds.
- Pitch those builds to research leadership and the teams who'd use them, then shepherd the ones that get greenlit.
- Own the feedback loop: watch how agents get used, iterate and improve, retire the ones that don't earn their keep.

What success looks like

- Actively proposing and building new agents that serve different purposes.
- Monitoring the application of the AI and agents across organizations, collecting feedback and improving the flow.
- Getting feedback on what improvements have been done by using those agents.
- Establishing themselves as a go-to person for new ideas and possibilities.
- Building the organizational culture in a way that requests come to the ambassador organically. Building a systematic way to run this so there are fewer one-off "can research pull this?" asks, because the answer already runs itself.

What it is not

- Not a project manager for the research backlog.
- Not a gatekeeper. The job is to enable other teams, not approve them.

What to keep in mind when hiring for it: You're looking for curiosity and orchestration over tool fluency. You're looking for someone who can scope a fuzzy question, decide what to hand an agent vs. do themselves, and catch when the output is wrong.

This will be a horizontal role and relationship building, trust, and business acumen are important characteristics of the researcher in this role. Layer your own org's values on top; the archetype is the starting point, not the whole decision.

Meet the Other Archetypes

The Strategist

This researcher is a go-to adviser to organizational or company leaders on how to develop and implement data-based strategies and frameworks. This researcher will conduct and lead others in high-quality original research on strategic research problems. In activating those research findings, XFN collaboration and influence are this researcher's superpower. In fact, this person might be described at times as a hybrid Researcher.

Excels in: strategic thinking and planning, strategic communication, and influencing leadership.

The Visionary

This researcher spends most time developing new, innovative ideas for areas of needed exploration. This researcher will conduct and lead others in high-quality original research on broad, complex, future-forward research problems, the intended impact of which spans an organization. This person is likely a domain expert in a content area. This person successfully gets bold new ideas onto roadmaps and into product strategies as a result of rigorously-supported research findings. This means being able to convey an inspiring narrative about why the researcher's vision matters, which in turn rallies others and builds momentum for those ideas.

Excels in: identifying gaps and solutions, providing depth on research projects/topics, research activations, and strategic communication.

The Methods Guru

This researcher is widely-recognized by research and cross-functional leaders as a methods expert and executes against core responsibilities of disseminating that expertise, consulting on research across the company to leverage those strengths, and conducting high-quality original research using those methods on topics that cut across an organization. Pushing their own work and others' work to be of the highest quality in a method or set of methods is a tenet of this researcher's work.

Excels in: methodological rigor, mentoring and teaching, creating systems and processes, providing breadth on research projects/topics, team/org building, tool building.

The Generalist

This researcher is versatile and adaptable (a "shapeshifter"), and exhibits different combinations of the archetypes above at different times. The factor that threads this person's work together is consistently solving the hardest problems across an organization by scoping high-quality original research and delivering strategic impact quickly and efficiently.

Excels in: problem solving, untangling ambiguity, project management, context-switching, providing breadth on research projects/topics.