THE CREATIVE

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Our Mission:

To connect, develop, and empower creative and project management professionals by fostering collaboration, leadership growth, innovation, and operational excellence at the intersection of creativity, business, and project delivery.

The Creatives in PM LCI serves as a community where creatives, project managers, marketers, event professionals, designers, content creators, strategists, and other creative-minded professionals can learn from one another, share best practices, and develop the skills needed to lead successful initiatives in an evolving landscape shaped by technology, AI, and changing workforce demands.

Scope:

The Creatives in PM LCI focuses on serving as a bridge between creativity and execution, bringing together professionals who transform ideas into meaningful outcomes through leadership, strategy, operations, and project management, providing opportunities for:

- Professional and leadership development
- Creative operations and project management best practices
- Innovation, AI, and emerging industry trends
- Networking, collaboration, and community engagement
- Thought leadership through events, discussions, and content

Our goal is to equip creative and project-focused professionals with the skills, relationships, and insights needed to successfully transform ideas into impact.



Future Ready: A PMINJ Event
AI, Creatives, and the Future of Project Management



The PMINJ Creatives LCI is hosting:

AI and the Future of Project Management!

Join us for a thought-provoking keynote and key discussion with a panel of distinguished guests as we explore what it really looks like to navigate project management in the age of AI.

Event Details:
Thursday, November 12, 2026
5:00 PM

Stevens Institute of Technology, University Center Complex
(The Gallery)
Hoboken, NJ

~ In-person event ~

OUR EVENT SPEAKER & PANELISTS

TIMO WILLIAMS
FEATURED SPEAKER
DIGITAL WORKPLACE & PRODUCT LEADER



Timo Williams is a project management and technology leader who helps organizations turn complex ideas into practical, scalable solutions. With more than a decade of experience in digital transformation, cloud strategy, and process improvement, he has led enterprise initiatives and globally distributed teams. Timo brings a people-centered approach to innovation, using emerging tools like AI to help organizations work smarter and grow.

ANTONELLA SMITH
AI & DIGITAL MARKETING STATEGIST,
FOUNDER, CLEAR & CONCISE MARKETING



Antonella Smith specializes in AI strategy and implementation, helping teams move from experimenting with AI to using it across sales, operations, marketing, and delivery. With a background in digital strategy at Fortune 500 companies, she's a Certified AI Agent Builder and author of The 5-Hour Client Engine. As a speaker and consultant, Antonella helps professionals use AI with purpose while keeping human judgment and creativity at the center.

JOANNA ESTEVES
SENIOR CREATIVE OPERATIONS MANAGER, NA



Joanna is a project management and operations leader with 10 years of experience supporting marketing, brand, and creative teams. Most recently, she led operations for the migration and launch of PokerStars on FanDuel, helping take the brand to #1 in the market. Across in-house and agency roles, she has built and scaled operations, led complex launches, and brought structure to fast-growing organizations.

BRANDON TYLER
MEDIA CONSULTANT , OWNER, WTH STUDIOS



Brandon Tyler is a creative entrepreneur and the founder of WTH Studios, where he develops and produces creative experiences and events. His work blends creative vision with production and execution, giving him a firsthand view of what it takes to turn ideas into reality and build the teams to grow. As a panelist, Brandon will share his perspective as a creative business owner navigating scale, collaboration, and the evolving role of AI in creative work.

HARESH KESWANI
BUSINESS TECHNOLOGY AND COMMERICAL ENABLEMENT LEADER



Haresh Keswani is a Business Technology and Commercial Enablement leader driving transformation across the life sciences value chain, from clinical development to patient services. He leads the Life Sciences Categories and Commercialization teams, aligning technology with business priorities to unlock value through data and AI. He's especially excited about how generative and agentic AI can improve healthcare outcomes..

The PM Perspective



NAVIGATING THE JOURNEY WITH AI

---- Written By Leeza Mathews

With so many techniques and methods that project managers can employ to manage projects today, it can be hard to determine which approach will prove to be the biggest differentiator in meeting deadlines and delivering on expectations.

Add AI to the mix, and project management can start to feel less like a heroic quest and more like an exhausting journey full of unknown risks. Changing times have raised the bar. Project managers now need to be flexible, forward-thinking, and ready for whatever waits around the next bend.

Handling a new project can feel like facing down a mythical hydra, with multiple heads to manage at once, such as task management, stakeholder engagement, communication, training and enablement, scheduling, budgeting, and monitoring.

Your most important choice is picking the right tools to equip yourself with; for example the “shield” of PMP certification. the “staff” of Standards and Best Practices”, and the “lamp” of AI that has magical properties, where you ask the right questions to get your answer. Thinking strategically to avoid pitfalls, and leveraging experience to plan effectively also play a part in the overal quest for a successful project conclusion.

So how do you navigate these winding, often unclear roads and avoid costly project delays?

As AI continues to reshape the workplace, the project manager’s role is shifting from operational executor to strategic navigator. AI won’t replace project managers, but project managers who use AI will replace those who don’t.

So. we start by changing and evolving beyond the blanket perspective of AI being a threat. Quite frankly, using AI tools effectively is no longer an option, and alongside proven project management methods, can lead to a more productive PM process. Leveraging them in the right way is how we survive - and thrive - when dealing with the shifting sands of the PM landscape.

At our Future Ready event on Thursday, November 12, hosted at Stevens Institute of Technology in Hoboken, we’ll explore how forward-thinking leaders are turning unknown risks into predictable outcomes, and why balancing human vision with AI is the key to project success.

We hope to see you there!

MEET THE CREATIVES IN PM LCI TEAM

ABIGAIL CLERVIUS , PMP, MSPM



KEVIN SECHE, PMP



SASHA SAVAGE, PMP, MPM, PBP



TRACEY HOBBS, PMP



LEEZA MATHEWS, PMP, CSM



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