

# Hector Rodriguez Valdes

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*Digital Transformation & Education Strategy Lead* | *AI, Automation and Student-Facing Digital Innovation* |  
*Founder, Quezzi*

## Professional Summary

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Digital transformation and education strategy leader with 10+ years of experience translating emerging technology, education needs, and organisational priorities into practical change. Strong record of linking strategy with delivery across academic, professional, compliance, and technology-adjacent teams, with experience spanning AI adoption, business process automation, digital learning platforms, and assessment redesign. Postgraduate research background in applied ethics and ethics of emerging technology supports balanced decision-making across innovation, risk, and privacy.

## Targeted Value for Digital Transformation Strategist

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<b>Education-facing digital innovation</b>	Designing technology-enabled improvements that support learners, teachers, and institutional quality across teaching, assessment, and student experience.
<b>Business process improvement and automation</b>	Workflow redesign and AI-enabled automation to eliminate manual bottlenecks and improve productivity at scale.
<b>Linking strategy with delivery</b>	Translating strategic priorities and emerging trends into practical frameworks, operating models, training, and implementation pathways.
<b>Stakeholder engagement and influence</b>	Facilitation, consultation, and change communication across academic, professional, compliance, and senior leadership groups, including Pro Vice-Chancellor level.
<b>Responsible emerging technology adoption</b>	AI governance, ethics, risk management, privacy, and quality assurance, grounded in postgraduate research in ethics of emerging technologies.

## Selected Achievements

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- Led the pilot implementation of a new enterprise LMS (Brightspace), with outcomes shaping the university-wide rollout strategy.
- Created AI-era assessment integrity frameworks now adopted as the standard across all School course offerings.
- Introduced automation into the setup of 30+ subjects, run six times per year, significantly reducing workload allocation and generating significant savings in workload hours.
- Founded Quezzi, an AI-powered SMS platform, taking it from concept to live product with paying subscribers across three international markets.
- Delivered 10+ nationally funded (NPILF) digital capability subjects under Study Link, broadening STEM participation and digital skills pathways in regional Australia.
- Elected to the Charles Sturt University Academic Senate.

## Platforms, Tools, and Methods

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- AI and integration: OpenAI (GPT models, API), Anthropic Claude, Microsoft Copilot, Google APIs, Cogniti AI learning platform.
- Education platforms: Brightspace, Blackboard, Turnitin, learning analytics, and online and blended delivery design.
- Approach: workflow mapping and automation; iterative user-feedback evaluation; Universal Design for Learning principles in curriculum design.

## Professional Experience

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### Academic & Digital Lead: Enabling and Transition Courses

*Charles Sturt University – Port Macquarie, NSW | 2022 – Present*

- Led pilot implementation of Brightspace across enabling courses, which informed university-wide adoption.
- Designed AI-era assessment integrity frameworks in partnership with Academic Integrity and Compliance teams, balancing innovation, student learning, privacy, risk, and quality assurance.
- Identified business process improvement opportunities and introduced automation into recurring subject setup processes, significantly reducing workload allocation across 30+ subjects delivered six times per year.
- Drove capability uplift across 20+ academic and professional staff through training, guides, consultation, and practical adoption support.
- Advised Course Directors, School leadership, and university stakeholders up to Pro Vice-Chancellor level on AI strategy, governance, implementation risks, and scalable adoption models.

### Founder – Quezzi (AI via SMS Platform)

*Australia / International | 2025 – Present*

- Architected an AI-powered conversational platform for low-connectivity contexts, integrating OpenAI and Google APIs and mobile service providers, including conditional routing, prompt frameworks, and conversation memory logic.
- Built evaluation frameworks measuring response quality, model performance, user engagement, and service reliability to drive iterative, data-informed improvement.
- Managed product strategy, analytics, marketing, subscription design, and financial modelling across AU, US, and Canada markets.

### Acting Course Director: Enabling and Transition Courses

*Charles Sturt University – Port Macquarie, NSW | Sep 2024, Sep 2025 & Mar 2026*

- Managed operations for 20+ academic and professional staff, overseeing delivery, resourcing, and day-to-day decision-making.
- Represented the School in strategic projects involving student success, systems, and digital service redesign, engaging directly with institutional leadership.

### Academic Project Manager – NPILF / Study Link

*Charles Sturt University – Port Macquarie, NSW | 2024*

- Led delivery of 10+ nationally funded Study Link digital capability subjects, including coding, cybersecurity and cyber ethics, designed to broaden STEM participation and support digital skills development in regional Australia.
- Coordinated cross-functional stakeholders across academic, professional, and external teams to align content development, enabling pedagogy, project milestones, and workforce-relevant digital capability outcomes.

- Supported inclusive curriculum design by embedding First Nations perspectives and equity-focused approaches into digital capability subjects.
- Led the introduction of Cogniti AI agents into Study Link subjects, piloting an ethically grounded and scalable approach to improving student engagement and learning interaction.

### **Lecturer / Associate Lecturer – Enabling Education and Philosophy**

*Charles Sturt University – Port Macquarie, NSW | 2013 – 2022*

- Designed and delivered subjects across enabling education, academic literacies, ethics, logic, and critical reasoning, with a strong focus on equity, transition, and student success.
- Used student performance data, feedback, and learning analytics to improve learning design, engagement, and progression outcomes iteratively.

## **Governance and Institutional Service**

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### **Elected Member, Academic Senate**

*Charles Sturt University | 2026 – 2028 term*

- Contribute to institutional governance and strategic academic decision-making.

### **School Assessment Committee Member (SAC)**

*School of Education – Charles Sturt University | 2023 – Present*

- Provide governance oversight on assessment standards, moderation, quality assurance, and academic integrity, including AI-related risk and policy implementation considerations.

## **Education and Qualifications**

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**Master of Arts: Professional and Applied Ethics (Honours)** – Australian National University (2012).  
Focus: Ethics of emerging technologies.

**Postgraduate Certificate in Learning and Teaching in Higher Education** – Charles Sturt University (2025).

**Advanced Doctoral Research in Applied Ethics (3 years)** – Charles Sturt University, Centre for Applied Philosophy and Public Ethics. Focus: Ethics of emerging technologies and responsible innovation.

## **Awards, Publications, and Professional Contributions**

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### **Awards**

- Excellence Award Winner: Social Responsibility – Charles Sturt University, 2024.
- Provost Highly Commended Award – Charles Sturt University, 2021.

### **Conference Presentations**

- Rodriguez, V. H. (2023). *A Pedagogical Approach to Fostering Critical Thinking*. CSU EDx
- Rodriguez, V. H. (2021). *A Good Approach to Giving Feedback (Video Feedback)*. CSU EDx.

### **Publications**

- Weckert, J., Rodriguez, V. H., & Soltanzadeh, S. (2016). *A Problem with Societal Desirability as a Component of Responsible Research and Innovation: the "If we don't, somebody else will" Argument*. *NanoEthics*.
- Rodriguez, V. H. (2014). *Benefits Sharing*. In *Encyclopedia of Science, Technology and Ethics*. Cengage Gale.