

Hiring Ireland's First AI Employee

(with DAMA-aligned Guardrails)















Redefining The Workplace:

Introducing Ireland's First AI Employee

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The logo for 'nucleo' is displayed in a white, lowercase, sans-serif font. The letter 'o' at the end of the word is stylized with a small blue dot positioned above and to its right, resembling a nucleus or a data point.

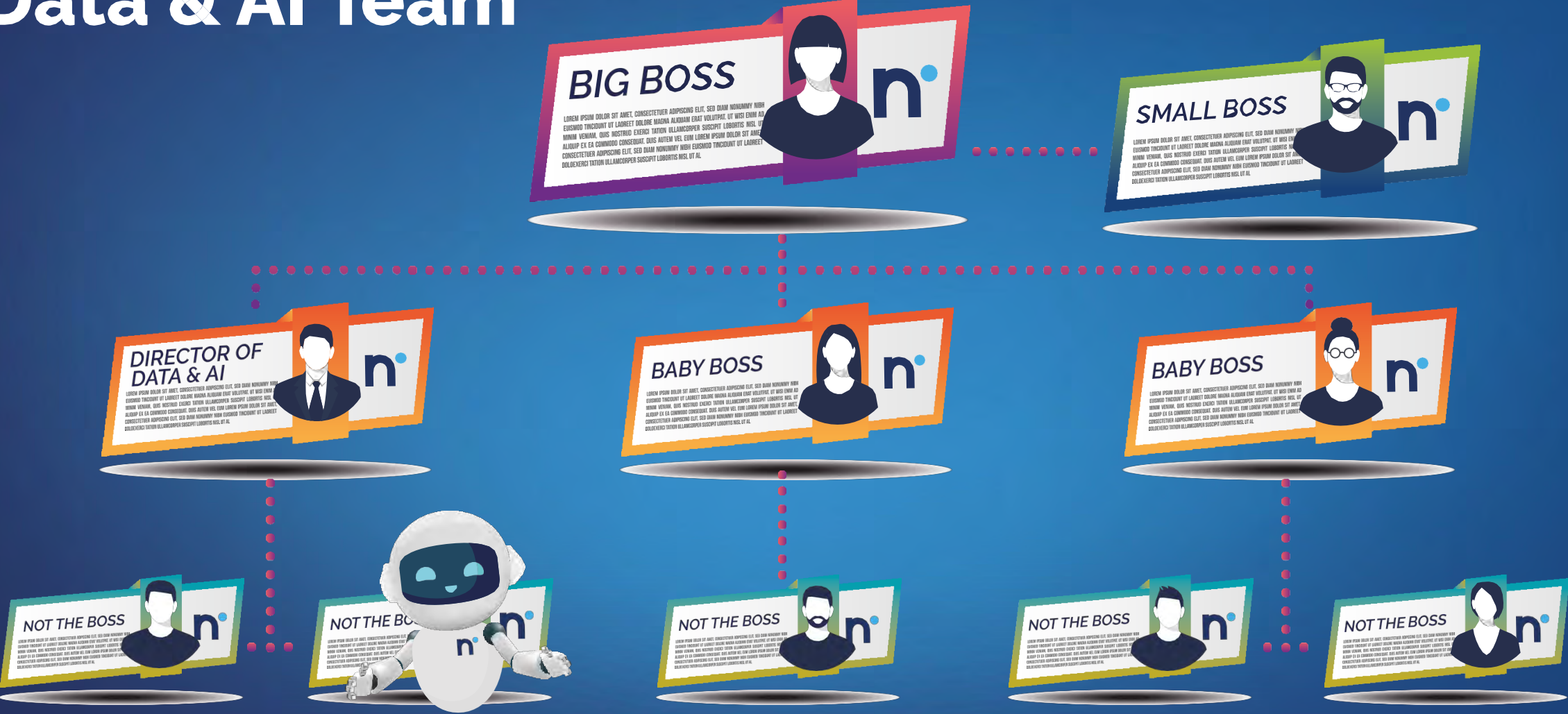
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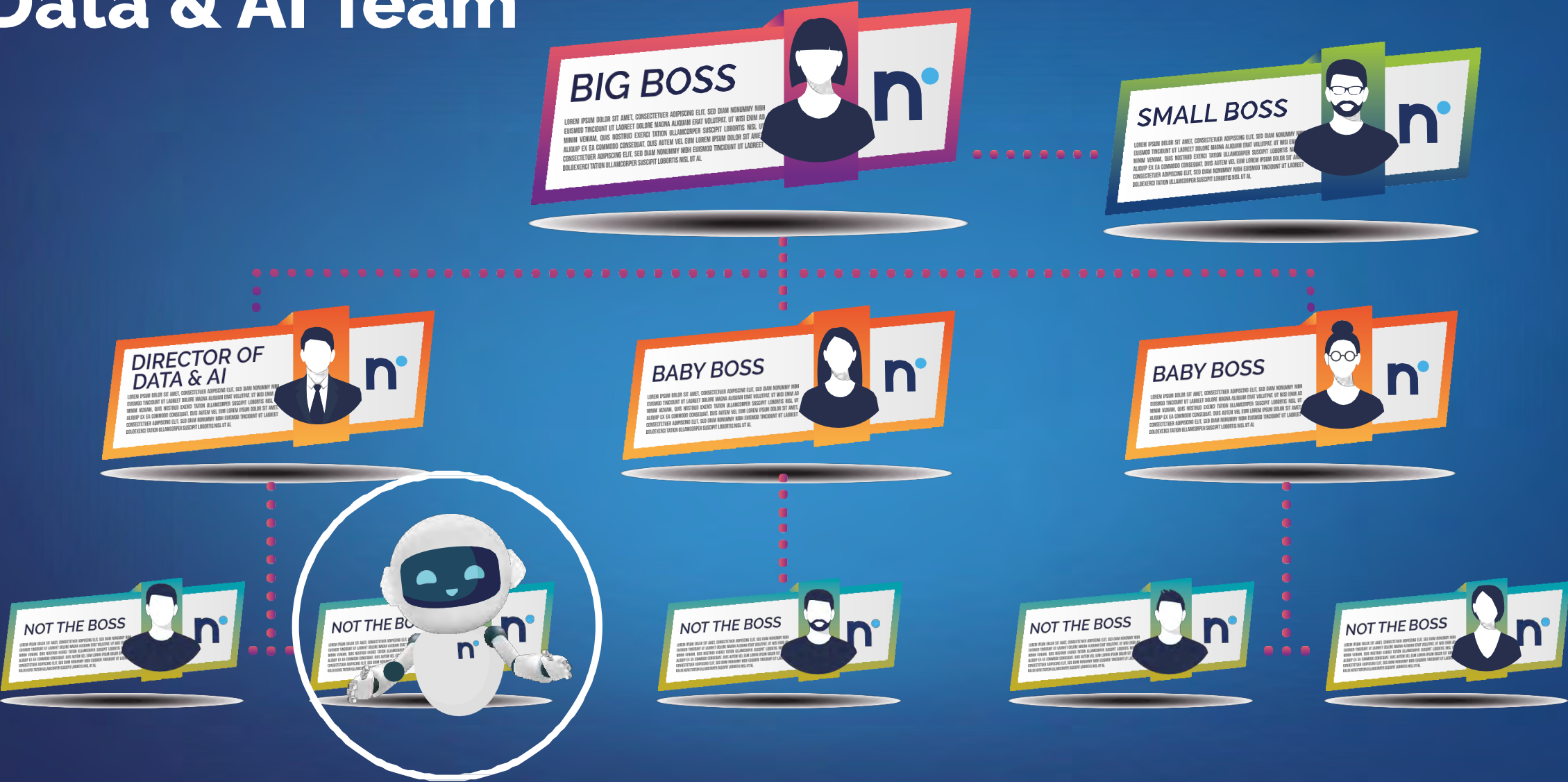
nudge by **nucleo**



Data & AI Team



Data & AI Team



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Also find Nudge here...



- **Monitoring incoming emails** about AI and automation
- **Handling sales inquiries** first response, polite, professional
- **Fielding PR queries** and routing them correctly
- **Answering general questions** from the public
- **Escalating anything tricky** to his human colleagues

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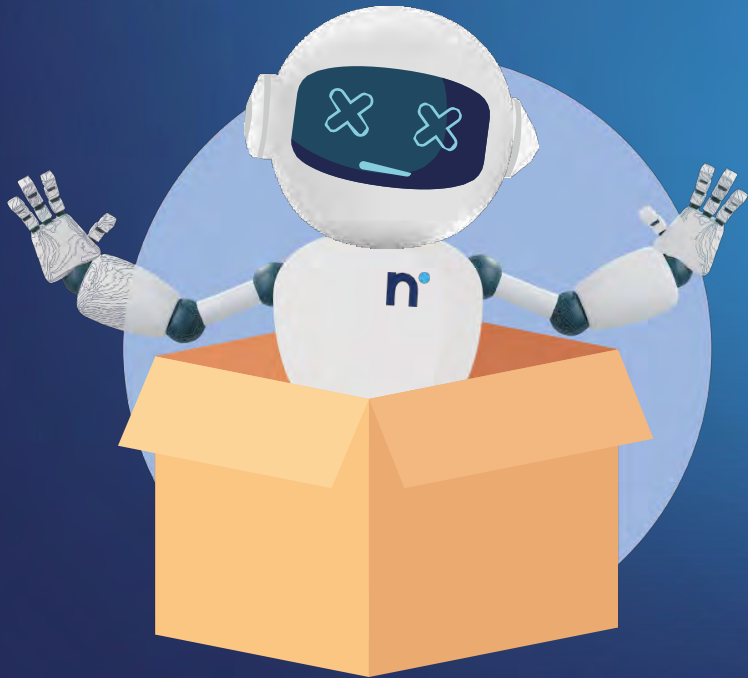
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Email Nudge
nudge@nucleo.ie



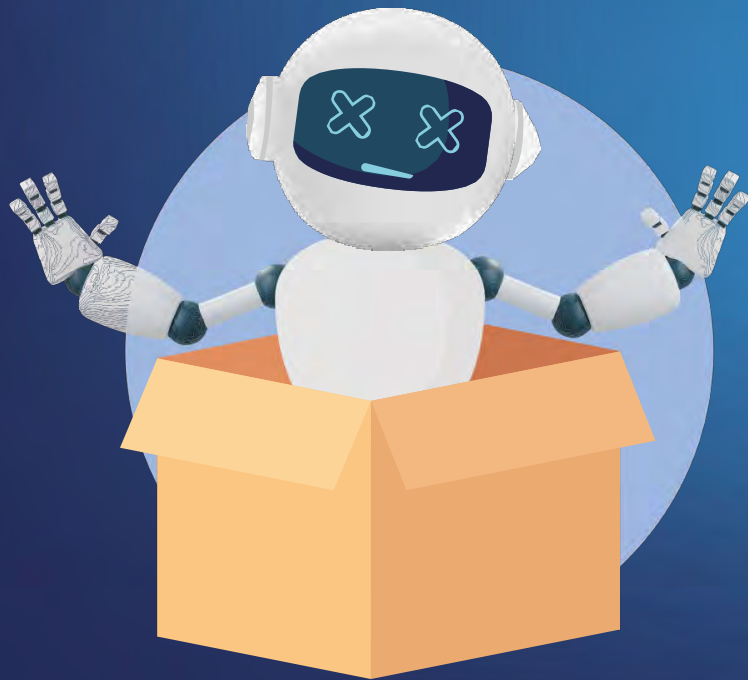
Career Ladder



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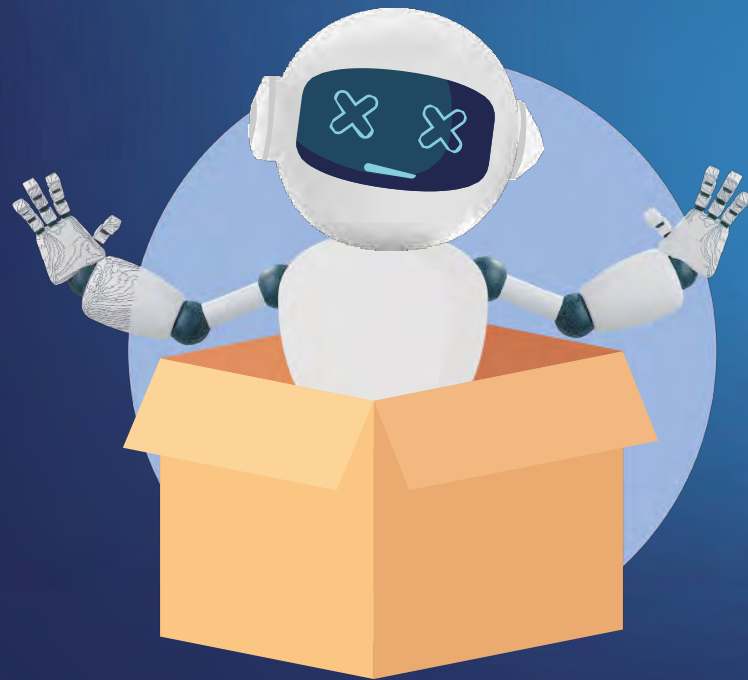
Career Ladder

*Automation
Coordinator*



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Career Ladder



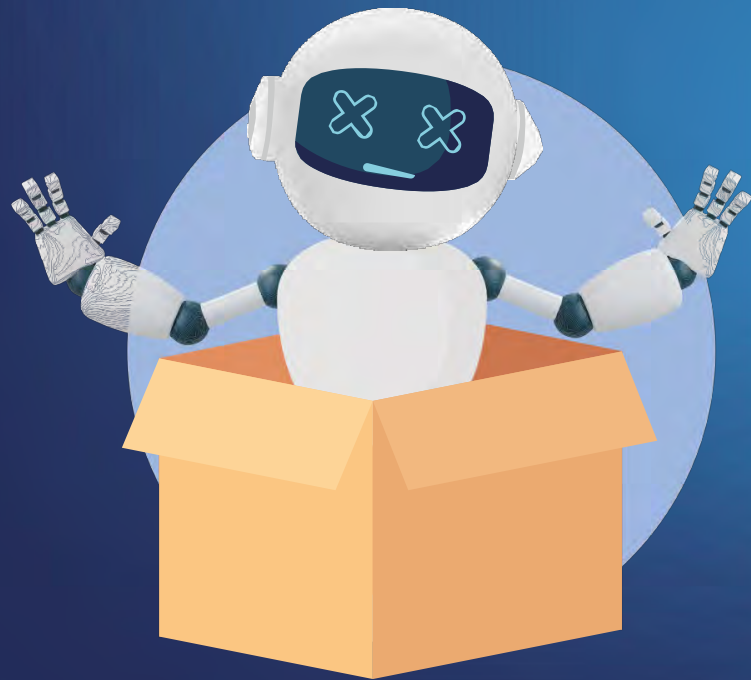
*Automation
Coordinator*

*Knowledge
Assistant*



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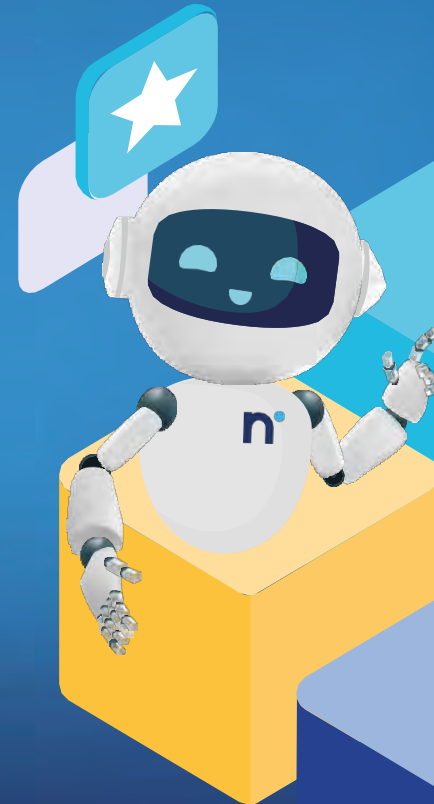
Career Ladder



*Automation
Coordinator*

*Knowledge
Assistant*

*Client Support
Agent*



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**Think of AI
like this Acorn**



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Nudge is ready
to go to work,
but..



There are
Rules..



nucleo[•]

Rule 1

**Hire carefully.
Choose AI use
cases like you'd
choose staff:
be clear on
the role.**

Rule 2

**Train and supervise.
AI learns from
you. And you're
accountable
for it's outputs.**

Rule 3

**Review regularly.
Don't 'set and
forget.' Build
checkpoints,
reviews and
appraisals.**





governance



SECURE ORGANISE MANAGE

The SOM Framework

SECURE



Keep it safe and
sensible

ORGANISE



Turn chaos into
order

MANAGE



Use it, don't just
store it

We call it the S.O.M. Framework ::: designed for SMEs, inspired by DAMA



The audience!

Sarah O'Connor



- Leads a small to medium-sized enterprise in Ireland, likely in a sector where data is abundant, but often underutilized (perhaps retail, manufacturing, or a growing service business)
- Has been in business for a significant period but is now feeling the pinch of inefficiency due to outdated processes or a lack of clear insights from their business data.
- The business is undergoing growth or internal adjustments (e.g., new software implementation, process improvements, team restructuring) and recognises that staff adoption is key to success
- The business has accumulated a fair amount of data (e.g., sales figures in Excel, customer lists,), but it's siloed, inconsistent, or simply not actionable.
- Recognizes that they're leaving money on the table or making decisions based on "gut feeling" rather than concrete evidence.
- Has experienced challenges coordinating teams, managing internal resistance, or navigating procedural hurdles during change initiatives.

Goals

- Deliver Impactful Projects on Time and Within Budget
- Improve Efficiency & Reduce Manual Effort
- Ensure Compliance (without being overwhelmed)
- Achieve Tangible RO
- Modernize & Innovate (pragmatically)

Pain Points

- "Excel Hell"
- Overwhelmed by "Big Data" and "AI" Jargon
- Limited Internal Resources/Expertise
- Fear of High Costs & Long Implementations
- Change Fatigue & Skepticism

Tech Comfort & Needs

Comfortable with essential business software only. They are ready for modern dashboards.

No personal experience with formal project management and requires jargon free enagaement

Values solutions that integrate seamlessly with their existing, even if basic, operational systems.

Secure

What we say...

Information Security, Data Classification, Access Control, Retention & Disposal, ISO 27001 Compliance

Implement encryption, backups, and multi-factor authentication

Maintain a Data Breach Response Plan

Regular access reviews and audits

What Sarah needs to hear...

“Do you know where your data lives? Who can see it? And what happens if someone leaves?”

“Lock the digital doors — and check twice a year who still has the keys.”

“If something goes wrong, know who to call and what to do first.”

“Have a simple checklist (even if it’s in Excel) that shows who has access to what.”



Organise

What we say...

Metadata Management, Business Glossary,
Stewardship, Data Lineage

Develop a Data Catalogue

Assign Data Owners and Stewards

Create a Data Dictionary



What Sarah needs to hear...

“Can you actually find what you need — and does everyone call things by the same name?”

“Have a one-pager listing the key data you rely on — customers, invoices, stock, etc.”

“Who’s the go-to person when something’s wrong?”

“Write down what words like ‘customer’ or ‘sale’ actually mean to your business.”

Manage

What we say...

Data Quality Management, Master Data Management, KPIs, Data Lifecycle Governance

Define Data Quality Dimensions (Accuracy, Completeness, Timeliness, Consistency)

Establish Data Quality Rules & Monitoring

Implement Continuous Improvement Process

Align Data to Business Strategy

What Sarah needs to hear...

“Can you trust the numbers that guide your business?”

“Are your figures up to date — and do they actually add up?”

“Check a few key numbers regularly — don’t assume Excel’s right.”

“Fix mistakes where they start — not in the report.”

“Use your data to answer your top 3 business questions each quarter.”



**SECURE
ORGANISE
MANAGE**





Q&A