

FOUNDER · EDUCATOR · SPEAKER · TECHNOLOGIST

Brandon Z. Hoff

Founder of RUDI (Responsible Use of Digital Intelligence)

Helping organizations adopt human-centered AI through the RUDI literacy taxonomy, applied AI, and practical implementation.



BIOGRAPHY

Brandon Z. Hoff is the founder of **RUDI** (Responsible Use of Digital Intelligence) and the creator of **Hoff Digital**, a public education channel on responsible AI reaching nearly 100,000 community followers across TikTok, LinkedIn, YouTube, and Substack, with millions of views over the past four years.

Trained in finance and a serial social entrepreneur, Brandon began his career building early machine-learning models for **predictive lending**. He later founded a community cooperative grounded in collective economics, and has championed human-centered AI in theory and in applied practice for the last several years.

At RUDI, Brandon authored a **generative AI literacy taxonomy** that maps progression along an AI competency ladder: conceptual understanding, operational fluency, and responsible-use governance. He has built tools and led applied AI work across real estate, financial analysis, and workforce productivity, and authored curriculum for The Propel Center, the University of Illinois Springfield, and a range of public, private, and civic institutions.

MEDIA · HOFF DIGITAL

~100K

COMMUNITY

Millions

OF VIEWS

4 yrs

ACTIVE

TikTok [@hoffdigital](#)[LinkedIn](#)[YouTube](#)[Substack](#)

► [What is RUDI?](#) · [Three educators and Brandon on responsible AI in practice](#)

PRESS & RECOGNITION

TECHNICAL.LY	AfroTech 2025 Houston recap	2025
SOAPBOX CINCINNATI	The AI Sherpa Will See You Now	2025
STACKER / CREATIE.AI	AI was everywhere in 2024	2024

EDUCATION & CREDENTIALS

MBA Finance & Social Entrepreneurship, EDHEC University · **IBM AI Developer** · **DeepLearning.AI** · **MIT xPRO**

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HIGHLIGHTS

FEATURED KEYNOTE

AfroTech 2025

Tech Conference · Houston · 2025

Featured keynote on responsible AI adoption at one of the largest gatherings of Black technologists in the country. Covered by Technical.ly in their conference recap.



K-12 EDUCATION

Warren County ESC

Cincinnati · 2024–25

Nine-month responsible AI curriculum for 23 K-12 educators and administrators. 20 hours focused on educator productivity.

HIGHER EDUCATION

The Propel Center

National · Ongoing

AI literacy curriculum and program development with The Propel Center, the HBCU innovation hub supporting students and educators in responsible AI.

WORKFORCE

Walker SCM

Corporate · 2025

Corporate-wide AI adoption strategy and rollout for an enterprise of 1,200 employees. Focus: workforce productivity and responsible adoption.

CIVIC & COMMUNITY

The Mercantile Library

Cincinnati · Ongoing

Open community education series on responsible AI use, hosted by The Mercantile Library and led by Brandon. Featured in Soapbox Cincinnati.

SELECTED ENGAGEMENTS

K-12 & EARLY EDUCATION

Educational service centers

Across Ohio & the Midwest

Ohio Head Start

Workshop series

HIGHER EDUCATION

Apple Community Education Initiative

Partner network

Florida A&M University (FAMU)

HBCU partner

University of Illinois Springfield

AI curriculum development

WORKFORCE & CORPORATE

Crowe LLP

Keynote & fireside

Corporate ERG groups

Workshops & programming

CIVIC & COMMUNITY

Urban Land Institute

Cincinnati real estate speaker

Ohio Governor's Office

AI & literacy

The Port

Cincinnati civic engagement