William Francis Waldron II

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SUMMARY

Analytical operator and persuasive writer with 15+ years turning complex, ambiguous problems into clear strategies and defensible recommendations. Managed a $250M+ annual revenue portfolio at Delta, with additional sales experience at Etihad and Virgin Atlantic. Background also includes nonprofit grant writing, AI model research, and founding and running businesses. Skilled at reasoning from first principles in unfamiliar domains, structuring and negotiating complex contracts, and translating dense information into precise, persuasive language that holds up under scrutiny.

PROFESSIONAL EXPERIENCE

WFWorks

2026 - Present

Founder & Operator | Brooklyn, NY

- Founded an umbrella venture studio and launched three businesses, defining their services, positioning, and operations.
- **PLNLY** (plnly.co): Set up personal AI systems and provide plain-language instruction so clients can understand and manage their tools.
- **Brooklyn Kin** (brooklynkin.com): Built and operate a private-pay companionship service for LGBTQ+ older adults.
- **Network Planning** (networkplanning.co): Develop bespoke travel plans and editorial field guides.

WanderedLost, LLC

May 2020 - Present

Founder & Consultant | New York / Austin / Melbourne

- Built a multidisciplinary consultancy serving travel, hospitality, and creative clients; developed the concept, defined the offering, and grew a loyal client base.

Outlier

Apr 2023 - Jan 2025

AI Researcher | New York, NY

- Trained and evaluated AI models through reinforcement learning from human feedback (RLHF) across business, sales and marketing, public health, and academic writing.
- Developed structured feedback frameworks and written evaluations to identify flawed reasoning, missing evidence, and edge cases in model outputs.

Delta Air Lines

Jul 2015 - Jul 2018

Global Sales Account Executive | Los Angeles / New York

- Managed a **$250M+ annual revenue portfolio** representing six airlines, serving Fortune 100 corporations, entertainment studios, talent agencies, and travel management companies.
- Structured and negotiated complex contracts; **achieved 125% of sales target** through data analysis and strategic account management.
- Earned the Platinum Circle Award for 2016 sales performance; founded Delta's inaugural Millennial Advisory Board.

PROFESSIONAL EXPERIENCE - CONTINUED

Etihad Airways
Feb 2014 - Jun 2015

Key Account Manager - Western USA | Los Angeles, CA

- Launched daily Abu Dhabi-Los Angeles service, shifting **more than 30% of LAX-UAE market share** against a competitor operating twice-daily service.
- Developed a year-long marketing and incentive campaign with a **$500K+ budget** across Los Angeles, San Francisco, Abu Dhabi, the Maldives, and South Africa.

Virgin Atlantic Airways
Jan 2013 - Feb 2014

Sales Account Executive | Washington, DC / New York

- Delivered **300+ product-training sessions to 10,000+ corporate clients**; translated client and field feedback into strategic recommendations for leadership.

Sihanouk Hospital Center of Hope
Sep 2009 - Mar 2011

Grant Writer & Development Associate | Phnom Penh, Cambodia

- Wrote proposals that secured **$378K in grant funding** for free comprehensive healthcare, including support for a mobile clinic.

Fundação Cidade Mãe
Jun 2007 - Jan 2008

International Teacher & Research Associate | Salvador, Bahia, Brazil

- Taught and mentored at-risk youth and conducted independent research on universal healthcare access.

CORE SKILLS

Commercial Sales & Account Management · Contract Negotiation · Market Research & Analysis · Data Analysis & Strategic Planning · Business Development & Operations · Persuasive & Technical Writing · Grant Writing · AI Model Evaluation & RLHF

EDUCATION

University of Colorado Boulder | Boulder, CO

Bachelor of Arts (B.A.), Distributed Studies | 2006 - 2009

Lafayette College

Undergraduate coursework | 2005 - 2006 (transferred)

LANGUAGES & INTERNATIONAL EXPERIENCE

Portuguese: Advanced (ACTFL). Lived and worked in Brazil, Cambodia, and Australia.