

Ben Priddy

Global Head of AI Technology, Anomaly · New York, NY · colorandsound@gmail.com ·
linkedin.com/in/ben-priddy-9673a016 · benpriddy.com



PROFILE

I love the creative ways technology shows up in culture, and I've built my career around making them: writing code, leading teams, directing technology and working across disciplines to create inspiring work with Google, Samsung and The Grammys, awarded at Cannes, the Webbys, the One Show and more.

Now heading AI Technology globally for Anomaly, I helped shape the company's AI vision and led the adoption that took internal use from novelty to a core facet of the business, through R&D, rapid realization and building of internal tools now in active use, a global internal education series, and direct project work with our brand partners.

CURRENTLY SOLVING

I'm focused on the first and last mile of enterprise AI: the data and the user. The models are remarkable, but business data grows fast and in every direction until it's too noisy to reason about, and real users mostly don't speak in evals. Thoughtfully building data pipelines supports AI agents and unlocks the most powerful real-world use cases.

EXPERIENCE

Global Head of AI Technology · Anomaly

Mar 2026 to Present

Technical Director, Emerging Technologies · Anomaly

Jun 2023 to Mar 2026

- Lead AI technology globally, partnering with the Chief AI Officer to set AI strategy and vision, and owning the infrastructure, standards, and working practice.
- Build the practice from the ground up alongside the people in it, on the premise that coding is becoming a facet of every role the way building a deck already is.
- Designed and led applied AI education across the network: multiple AI Weeks for global offices as a rollout strategy, and individual workshops covering generative coding, AI video, and automated research.
- Evaluate the AI tooling landscape and build the connective infrastructure that makes it usable under real production deadlines and client approvals.

Technical Director · Active Theory

Apr 2022 to Apr 2023

- Led a team of developers, raising engineering practice and standards across the studio's project work.
- Contributed to the evolution of the internal libraries and tooling that the company has come to be known for.

Technical Director · Stink Studios

2019 to Apr 2022

- Built the vision for the studio's technology offering, shaping what the company sold and how it positioned technical capability to clients.
- Led technology on award-winning project work for global brands, from technical concept through delivery.
- Partnered with creative and new business on scoping and feasibility, translating ambitious concepts into buildable plans before they were committed.

Creative Director of Technology · Tool of North America

Sep 2014 to Jun 2019

- Production-side creative director on interactive campaigns for international brands including New Balance, The Grammys, Google, and Airbnb.
- Voraciously researched and prototyped at the cutting edge of creative technology, discovering use cases and behaviors that became central components of future campaigns.

TECHNICAL SKILLS

What I can do

Agentic Graph engineering, Graph Architecture, Data Architecture

What I can review

Python, JavaScript, Node.js, React frameworks, WebGL / shaders, Modern database architectures, Modern cloud infrastructure