PRESS KIT — LINA SONG
Decision Architect · Founder & CEO, Doogooda
Non-partisan, method-first commentary: trade-offs, constraints, and governance.

One-line
Auditable decision systems that turn data into defensible actions—built for high-stakes, regulated environments.

Bio
Lina Song is a Decision Architect and Founder & CEO of Doogooda. She builds auditable decision systems that help institutions act under uncertainty with explicit assumptions, scenario simulation, and constraint-aware optimization. Her work focuses on accountable AI in deployment, operational governance, and decision quality when stakes are high. She has worked across academic and applied settings in healthcare and public decision contexts.

Topics
• Decision-making under uncertainty (trade-offs, incentives, governance)
• Accountable AI in deployment (auditability, assumption transparency)
• Healthcare operations as policy (capacity, staffing, flow)
• Healthcare affordability & payment policy (premiums, subsidies, provider incentives)
• AI infrastructure political economy (energy, data centers, inequality)
• From dashboards to decisions (decision briefs, execution, accountability)

Signature talk titles
• I Don't Predict Outcomes. I Architect Decision Systems.
• From Dashboards to Decisions: Accountable AI in the Real World
• Healthcare Operations Is Policy: Capacity and Staffing as Governance
• Auditability as a Product Feature: Decision Intelligence for Institutions

Formats
Keynote 30–45 min · Fireside/Podcast 20–40 min · Workshop 60–90 min

Links
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