



Russell Innovation Group LLC

AI Transformation · Change Management · Responsible AI Adoption

UEI RCK1Q86TJ946

CAGE 1ZQ50

Primary NAICS 541715

Russell Innovation Group (RIG) is an AI-native consulting and technology practice focused on AI transformation: the organizational change, workflow redesign, and responsible adoption that together decide whether an AI investment ever shows up in the work. Most AI programs do not stall on the model; they stall on people, process, and ownership. RIG works on that gap, and builds hands-on so its advice reflects how the technology behaves inside real constraints.

— CORE COMPETENCIES

- **AI transformation and change management.** Stakeholder discovery, workflow and decision mapping, use-case prioritization, role-based enablement, and value measured against a baseline.
- **AI governance and responsible adoption.** Decision rights, human approval, source grounding, auditability, records obligations, and local or on-premises AI for controlled data.
- **Applied AI for constrained environments.** Source-grounded, citation-backed tools built for DoD network realities: MCEN and NIPR aware, local-first, no-backend, and GenAI.mil workflows.
- **Business intelligence and readiness analytics.** Power BI automation over existing data systems.
- **Full-lifecycle product delivery.** Written requirements through production under an AI-assisted Agile model.

— DIFFERENTIATORS

- **Founder-led delivery.** The person who signs the proposal does the work.
- **Change leadership.** Twenty years fielding new equipment, data systems, and processes in Marine Corps units.
- **Builds what it advises on.** Hands-on prototypes test what AI can and cannot do before it is recommended.
- **Constraint-first engineering.** Tools designed for the networks people actually operate on.

— SELECTED WORK

RIG PRODUCTS

- **MilVector AI.** Free AI career-transition platform for service members, briefed at every required MCCS retirement seminar.
- **Sideline Ledger.** AI-assisted bookkeeping for travel youth sports teams, delivered to its first team.
- **9point75 Woodworks.** Owner-run website for a small business, from written plan to production.
- **Muster** (prototype). Local-first, air-gap-capable knowledge system with human-approved AI decisions.

BUILT BY THE FOUNDER IN MARINE CORPS SERVICE

- **Materiel Readiness Brief.** Total reporting effort cut from 35.5 to 13.5 hours per cycle (62 percent); adopted beyond the originating battalion; Notable Achievement, inaugural Marine Corps Innovation Challenge (2026).
- **CGIP AI Assistant.** Citation-backed inspection checklists across roughly 84 inspection areas; live demonstration at the 2026 Marine Corps AI Workshop.

— COMPANY DATA

Legal name	Russell Innovation Group LLC
UEI	RCK1Q86TJ946
CAGE	1ZQ50
SBIR SBC ID	SBC_002676419
Registration	SAM.gov, active
Business size	Small business
Ownership	Marine-founded
Founded	2026
Location	Sneads Ferry, NC

— NAICS CODES

541715	R&D in the Physical, Engineering, and Life Sciences PRIMARY
541511	Custom Computer Programming Services
541512	Computer Systems Design Services
541519	Other Computer Related Services
541618	Other Management Consulting Services
541690	Other Scientific and Technical Consulting Services

— FOUNDER

Brandon Russell

Founder and Principal Consultant

Twenty years in the U.S. Marine Corps · Lean Six Sigma Green Belt · B.S. Organizational Leadership

— CONTACT

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