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A practitioner to guide you.



CASE STUDY — AI IN PRODUCTION

Four AI systems in production, not pilots

Most AI programmes produce a pilot, a steering committee and a slide. This one produced revenue and gave time back to the people it was built for.

4

systems in production

~\$4M

in the first six months

\$25M

relationship won back

20,000

opportunities scanned
monthly

THE SITUATION

A 42-person services sales organisation was covering roughly 100,000 accounts. Most customer meetings received no structured preparation because there was no time to do it. Opportunities sat in the CRM with services missing, under-scoped or attached to the wrong line, and nobody could see which. Scoping sat between the close of a sale and the start of delivery, adding days to every engagement.

WHAT WAS BUILT

Agentic account preparation reads each seller calendar and assembles a briefing for every customer meeting — attendee background, publicly-sourced business issues, buying signals. An agentic white-space engine over CRM and professional-services-automation data scans roughly 20,000 opportunities a month and flags accounts with missing or mis-attached services; I defined the problem, architected the system and led a two-person ML and AI engineering team to build it. A third writes the statement of work from the customer call transcript. A fourth replaced static enablement with on-demand AI practice scenarios.

THE OUTCOME

More than 200 briefings a week across the full sales team, against a baseline of none. The white-space engine moved services account coverage from 5% to 7%. Alongside them I architected and launched an AI security consulting practice — risk assessments, red teaming and adversarial testing for LLM and RAG systems — which delivered 100+ engagements and about \$4M in its first six months, and gave account teams the lever that won back a \$25M bank relationship already on its way out.

WHY IT IS RELEVANT TO A FRACTIONAL ENGAGEMENT

The governance question and the value question are the same question. Each of these systems touches customer data, generates commercial commitments, or both — so each needed a named owner, a halt condition and evidence a regulator or customer would accept, designed in rather than retrofitted. That is the work I do in an AI governance seat, done on systems carrying real revenue rather than on a policy document.