Empowering Organizations To Create
Winning Digital Business Strategies

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Advisories

BUSINESS BRIEF

AI FOR BUSINESS • PRODUCT INNOVATION • STRATEGIC MARKETING

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Craft AI for Business Strategies

- Take a holistic, end-to-end approach
- Align the marketplace to your needs
- Design ROI-driven use cases
- Apply innovation and best practices
- Build business partner ecosystems
- Flexibly source new AI talent

Drive Product Innovation

- Conduct product or service competitive analysis
- Craft meaningful differentiation
- Crystalize your value proposition
- Design AI innovation roadmaps
- Develop and energize ecosystem value-chains
- Adopt causality-driven product management disciplines

Optimize Marketing Impact

- Improve brand and market position
- Craft a compelling strategic narrative
- Build differentiated product messaging
- Create and energize digital referral ecosystems
- Design end-to-end buyer journeys
- Deploy AI marketing best practices

AI FOR BUSINESS — TAKE A HOLISTIC APPROACH

HOLISTIC STRATEGIES

Create a strategic AI blueprint to guide your organization in applying the best pracitices of AI strategy development:

- Value-realization vision
- Use case prioritization
- Technology architecture
- ROI & risk assessments
- Talent optimization
- Lifecycle management
- Metrics & analytics

My approach results in an AI Strategy Flywheel designed to generate progressive "wins" that build ROI momentum over time.

MARKET ASSESSMENTS

Navigating the rapidly evolving AI marketplace is challenging. I can help evaluate your options for optimal alignment to your needs:

- Strengthens
- Weaknesses
- Opportunties
- Threats
- Viability

Starting with your objectives, current capabilities, and vision, my approach employs a structured approach using a SWOT-V Analysis model to assess your "best fit" technologies, products and services.

USE CASE DESIGNS

Use case strategies are perhaps the most critical factor AI ROI, and requires a well structured approach to build consensus on:

- Impact
- Fit
- Effort
- Readiness
- Measure
- Adapt

I can help you tackle this task by creating a Use Case Design Lifecycle model that employs a proven "crowd-sourcing" methodology across functional stakeholders.

TALENT SOURCING

Despite an expanding supply and demand gap in the AI talent marketplace, optimizing talent lacks the critical attention it needs. Simply put, organizations don't do things, people do. It's never been truer than with AI.

I can help you assess your talent pools, workflows, organizational design and talent sourcing strategies:

- On-demand or long-term
- Remotely or in-house
- Direct or contracted
- Employed or project based

With established partnerships in this space, including change management services, I can help ensure you secure the talent you'll need to succeed - remotely, in-house, contracted, full time, part-time or project based.

PARTNER ECOSYSTEMS

AI is the ulimate team-sport and requires a well architected AI system to create the multiplier effect of desired intelligence.

This makes the selection of technologies and services critical to success, certainly in the longhaul. The ecosystem of vendors you select matters, perhaps, more than ever.

I can help you design and build your partner ecosystem by off loading the front end of:

- Evaluating interdepencies
- Driving requirements
- Exploring partnerships
- Secure commitments

My approach also evaluates the interdependency of the "bill of materials" your business will depend today and in the future.

PROVEN BEST PRACTICES

Today's AI is that its very much in its infancy. Yet proven best practices are emerging, hardened in practice by industry pioneers. There is also a growing expert network specialized in various aspects of AI.

I can helps assess your needs and identify the appropriate best practices across an array of technical and business domains, such as:

- Language of your business
- Intelligent automation
- Trust and explainability
- Open & transparent models
- Cause and effect reasoning

My approach would tap into an expert network to help you flesh out your areas of need, identify best practices and connect you to experienced practitioners.

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Product Innovation
ELEVATE YOUR DIFFERENTIATION

MARKET POSITION

Driving sustained product and service differentiation and alignment to customer needs starts with a data-driven approach.

This can become invaluable in understanding your product's current and future potential:

- Strengthens
- Weaknesses
- Opportunities
- Threats
- Viability

I can help apply a proven SWOT-V framework to create a realistic, unbiased point of view.

DIFFERENTIATION

Given the crowded market in most product segments and the pace of innovation, its critical to establish clearcut differentiation.

My experience has taught me that differentiation often exists but is hidden and that "differentiation" is in the eye of the buyer.

- Uniqueness
- Multifaceted vs Singular
- Experiential & Quality
- Ecosystem-driven

I can help assess, surface and recommend action plans to establish your differentiation.

VALUE PROPOSITIONS

Even when clear differentiation and alignment to customer needs are present, a product's value can sometimes gets lost in translation.

A differentiated value proposition is multi-faceted integrating factors such as:

- Cohorts
- Emotional
- Visualization
- Simplicity
- Visionary

I can help you crystalize your value statement using proven tools and methodologies.

AI INNOVATION ROADMAPS

One of the immutable laws of high-tech is that buying decisions often take into account future roadmaps, not just current capabilities.

AI is a critical part of an innovation agenda but must balance risks & awards involving your:

- Visionary purpose
- Innovation commitments
- Ability to execute
- Customer journeys

I can help create an innovation agenda specific to your products and customer sets.

DIGITAL VALUE CHAINS

In today's digital marketplace, value-chains that interconnect data & services across an ecosystem of partners is critical to success. However, this involves many considerations:

- Business model design
- Value-add differentiation
- Partner prioritization
- Technology considerations
- Integrated go-to-market

I can help you create value-chain strategies that deliver low-cost ways to improve differentiation and expand into new markets.

PRODUCT MANAGEMENT

One of the biggest challeges facing product managers is uncovering and actioning hidden factors that effect a products success:

- What are the root causes?
- Why do things happen?
- Are there confounding factors?
- What if we do this?
- How do I limit bias?
- How do actions effect outcomes?

I can help you apply a causality-driven product management discipline to improve planning, problem solving and decision intelligence.

Strategic Marketing — EMERGE FROM THE PACK

BRAND EQUITY

In today's digital marketplaces, creating brand equity is more critical than ever. And its does not need to be an expensive endevour.

It starts with an enduring and inspiring vision fueled by a repeatable methodology to drive:

- Awareness
- Consideration
- Relevancy
- Action

My approach, however, doesn't end there, but rather establishes a holistic brand to demand to sales to success flywheel approach.

STRATEGIC NARRATIVE

A storyline is key to driving a contextual point of view across all touch-points, energizing relevancy and shaping market narratives.

And without an actively promoted narrative its more difficult to build brand equity that are:

- Asperational
- Cohort centric
- Journey driven
- Evidence rich

My approach creates an actionable strategic narrative blueprint to guide your organization in bringing to life your holistic value value.

PRODUCT MESSAGING

Messaging often tries to do to much and gets lost in what it does, versus the value it delivers customers within their key use cases.

A well crafted messaging architecture expresses value within a progressively discovered storytelling framework that is:

- Simple & clear
- Provocative
- Differentiated
- Memorable

My approach takes a cohort perspective to drive outcomes across the buyer journey.

BUYER JOURNEYS

A well designed buyer journey is the heart and soul of a modern go-to-market model. The best performing ones digitally integrate the end-to-end experiential lifecycle across:

- Narrative
- Brand
- Demand
- Sales
- Success

My approach doesn't end there, but rather is designed to drive on-going engagement in a data-driven, cohort personalized manner.

REFERRAL ECOSYSTEMS

New low-cost practices to generate and progress customer leads have become highly popular in today's digital marketplaces.

A referral eocsystem program is creative way to extend existing go-to-market models:

- Secure experts
- Offer incentives
- Provide enablement
- Gather intelligence

My approach applys best practices learned from experience in what works and doesn't.

AI BEST PRACTICES

Proven AI best practices are transforming the discipline - from an art form to a science.

While AI use cases are endless across each aspect of the marketing lifecycle, realization of ROI requires a more holistic approach:

- Dynamically prospecting
- Automating buyer journeys
- Real-time personalization
- Optimizing the lead funnel

My approach is to help inspire innovative yet practical future-state AI marketing strategies.

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Causal AI

THE NEXT FRONTIER

Today's AI capabilities are very impressive. But just wait until one of the most important MISSING INGREDIENTS gets added into the mix. This ingredient is what will make AI a truly indispensable partner in business. The missing ingredient is CAUSALITY and the science of WHY.

Causality will enable businesses to do more than just create predictions, generate content, identify patterns, and isolate anomalies. They'll also be able to play out countless scenarios to understand the consequences of various actions, explain causal drivers of their business and analytically problem-solve. They'll know WHAT to do, HOW to do it and WHY certain actions are better than others to prescriptively shaping future outcomes.

CAUSALITY

Identify precise cause & effect relationships, root causes, and why things happen

WHAT IF

Play out countless scenarios to understand how interventions or conditions impact outcomes

CONSEQUENCE

Optimize metrics (KPIs) with quantitative ranking of what influences outcomes

PRESCRIPTION

Generate recommendations composed of interrelated actions (pathways) to outcomes

INTUITION

Infuse human knowledge, policy, and constraints to reflect tacit or practical conditions.

CONFOUNDERS

Identify misleading, irrelevant or previously consealed causal influences on outcomes

EXPLAINATION

Open up AI "black boxes" to understand how and why certain outcomes were deduced

SIMPLICITY

Create smaller, yet more sophisticated, AI models that focus on the data that matters

ADAPTABILITY

Changes to model are rippled throughout the data and AI architecture

Expert Ecosystem

TAP INTO THE BEST

Approach

I have established an ever-expanding set of partnerships with businesses and consultants I trust.

And an expert network with skills spanning the spectrum of AI, product, & marketing disciplines.

As part of my advisories, I can also refer and connect you based on your businesses' needs.

I can also help you build partnerships with experts or businesses that are not currently in my network.

Including within the big AI market movers - Microsoft, AWS, Google, Salesforce, SAP, Oracle, and IBM.

Just Ask!

Index.dev
On-demand sourcing of AI, LLM and software engineering talent

Interexy
Custom AI application and Generative AI model outsourcing services

Geminos.ai
Generative AI solutions that understand why and how things happen

CausaLens
Causal AI powered decision-making platforms and apps

AI Technology Partners
Builder of customized Microsoft Co-pilot AI applications

Qantm AI
AI application, process automation, trust, and compliance consulting

KX Software
Vector database solutions time-series and real-time AI models

Brand Publis
Change B2B brand, messaging, and storytelling strategy experts

Hunton Consulting
Change Management, Content Strategy and Social, Marketing Operations

HB MarCom
Change Management, Content Strategy and Social, Marketing Operations

Dr Kim Data
Change Custom data science solutions and data science trend expert

TheCube Alumni Network
An array of technology innovators and business strategists

AI Expert Network
Hundreds of AI experts and executives across industry leading companies

Hebneradvisories.ai/expert-ecosystem

About Me

Experience

Three decades high-tech industry experience

Two decades executive business leadership:

- Chief Marketing Officer
- Product Management
- Corporate Strategy
- Technology Strategy

Experience across diverse businesses:

- Data & AI for Business
- Enterprise Software
- Hybrid Cloud Platforms
- IoT Infrastructures
- Technology Services

Advisory board member for several AI startups

Certifications

- Causal AI Foundations
- AI Business Strategies
- Executive Leadership
- Financial Accounting
- Business Management
- Partnership T&Cs

Education

B.S. Computer Systems Engineering, University of Massachusetts, Amherst

As a marketer, product manager and strategists by trade, I help businesses navigate the rapidly evolving AI and software landscape to create differentiated product and go-to-market strategies.

While at IBM, I held numerous executive roles in marketing, product management, business development, and technology strategy spanning 10 unique businesses, where I was able to hone my craft.

In addition, I had the privilege of collaborating across a vast network of business leaders, market strategists and technology innovators which have now become invaluable partners in business.

The diversity of these experiences, along with my background as an engineer and tech-geek, has allowed me to gain a unique perspective on how organizations can apply emerging technologies to transform how they operate, create value, and engage the world.

And with a history of building outcome-driven teams, I thrive on solving business problems in an environment of cross-functional collaboration, evidence-based arguments, and diversity of thought.

As I have learned, a strategy is only as good as the insights and consensus its built upon. And a strategy without execution is hallucination. It's my view that leadership is about harnessing the "wisdom of crowds" to strategize, plan, measure, adapt.

My objective is simple - to apply my experience, knowledge, and expert network to help businesses realize the untapped value of AI to create winnings business strategies ahead of their competition.

I welcome an opportunity to work with you!

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