



**Certified Advanced
AI Leader**

DATE ISSUED

March 2026



VALID UNTIL
SEPTEMBER 2026

This Certifies That

Tracy Butterworth

Has Demonstrated Practical Expertise By Implementing
A Minimum Of Six AI Assistants.

Hereby Recognized As A

**Certified Advanced
AI Leader**

CONDUCTED BY

Daan van Rossum

FOUNDER & CEO, LEAD WITH AI

CONDUCTED BY

Henrik Jarleskog

MD, EUROPE, LEAD WITH AI



TOOL
AI INSIGHT
ASSISTANT

Practice Intelligence

Capturing learning for
continuous
improvement



TOOL
AI INSIGHT
ASSISTANT

Chief of Staff

Identifying the overall
state of play, and what
is the most sensible
next move



TOOL
PERSONAL BOARD
OF DIRECTORS

Advisor Council

Helping me think clearly,
make decisions and avoid
blind spots.



TOOL
AI PRODUCTIVITY
ASSISTANT

Communications Manager

Ensuring I show up in a
way that is aligned,
credible and low effort



Copilot



Tracy Butterworth
Director, Handstand



TOOL
AI RESEARCH
ASSISTANT

Alliances

Spotting potential
partners



TOOL
AI RESEARCH
ASSISTANT

Radar

Spotting commercial
opportunities



TOOL
AI CREATIVE
ASSISTANTS

Writing

Building thought
leadership

