



**Certified
AI Leader**

DATE ISSUED

March 2026

 **Lead with AI**

VALID UNTIL
MARCH 2027

This Certifies That

Lamar Plet

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

Hereby Recognized As A

**Certified Advanced
AI Leader**

CONDUCTED BY

A handwritten signature in black ink, appearing to read 'Daan van Rossum'.

Daan van Rossum

FOUNDER & CEO, LEAD WITH AI



Lamar Plet's AI Assistants



A/B Test Analyzer

Custom GPT

Designs and evaluates experiments using data-driven, behavior-based hypotheses



Lamar Plet
March 2026



Strategic Content Editor

Gemini Gem

Improves content for SEO, clarity, and conversion



Performance Marketing Analyst

Custom GPT

Analyzes funnel and campaign data to surface growth opportunities