



**Certified Advanced  
AI Leader**

DATE ISSUED

**April 2026**

VALID UNTIL  
OCTOBER 2026

 **Lead with AI**

This Certifies That

**Erick Razon**

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



Copilot Custom Agent  
**PERSONAL BOARD  
OF DIRECTORS**

### **Tywin – Board of Directors**

A strategic advisory board  
for high-stakes decisions.  
Eliminates blind spots



Copilot Custom Agent  
**AI CUSTOMER  
VALUE ASSISTANT**

### **Varys – Customer Messaging Architect**

Structures messaging using 4  
Customer Value Pillars and adapts it  
to IPCs, hygienists, cleaners,  
procurement, and executives.



Erick Razon



Copilot Custom Agent  
**AI  
COMMUNICATION  
ASSISTANT**

### **Samwell – Email Writing Assistant**

Drafts high-volume  
emails in my tone,  
reducing time spent  
writing while keeping  
clarity and  
professionalism.

Est time saved (30-  
60min per day)



ChatGPT Custom GPT  
**AI STRATEGY  
ASSISTANT**

### **Tyrion – B2B Full Funnel Strategist**

Helps local marketing  
teams create B2B full  
funnel content promotion



Copilot Custom Agent  
**AI ONBOARDING  
ASSISTANT**

### **Arya – Marketing Onboarding Guide**

Onboards new mktg  
colleagues into FHCS  
systems, tools,  
structures, and ways of  
working.



Perplexity Tasks  
**AI RESEARCH  
ASSISTANT**

### **Sansa – Cleaning Industry Researcher**

Supports content  
ideation and research  
for professional cleaning  
topics with structured,  
knowledge-based  
outputs.