



**Certified Advanced
AI Leader**

DATE ISSUED

May 2026



VALID UNTIL
NOVEMBER 2026

This Certifies That

Anne-Claude Potura

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



Potura

AI Use Cases for Bid Management

Bid Writing Assistant

Use case: Draft RFP writing responses in client-facing tone based on existing database. Estimated impact: ~2 days/mo.



AI Assistant

Productivity

Case Study Assistant

Use case: Write client case studies from a slide or image in minutes. Estimated impact: ~2 hrs/mo.



AI Assistant

Creative

Creative Assistant (Visuals)

Use case: Create visuals for bids and client presentations. Benefit: less dependency on bid designer, more professional presentations



AI Assistant

Creative

Meeting Assistant

Use case: Provides a summary with decisions and action plan and ready to send communication. Benefit: saves time, eliminates misunderstanding & turn meetings into clear decision & actionable next steps



Anne-Claude Potura
Bid Manager, Sodexo



AI Assistant

Executive

Board of Directors

Use case: Analyse and challenge bid responses] Benefit: More efficient & striking bid responses.



AI Assistant

Research

Monthly Market Update

Use case: Food & FM industry market trends into a monthly newsletter. Estimated impact: ~2 hrs/mo.



Lead with AI