



**Certified Advanced
AI Leader**

DATE ISSUED

May 2026

VALID UNTIL
NOVEMBER 2026



This Certifies That

Susannah Ilewellyn

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

Developing agents to support sourcing, building & delivering future trends

TOOL
AI INSIGHT ASSISTANT

Weekly Leadership Insights

Built 3 assistants to support me weekly with:

- 1) Weekly Report Gmail inbox
- 2) Weekly leadership report - CEO
- 3) 12 Month Trends analysis

TOOL
PERSONAL BOARD OF DIRECTORS

The Collective !

This Board of directors Simulates three named experts debating my decisions to sharpen my thinking.

- Sundar Pichai (CEO Google),
- Marc Pritchard (responsible for P&G's brand-building disciplines worldwide).
- Rory Sutherland (Vice chairman of the Ogilvy & Mather group of companies).

TOOL
AI PRODUCTIVITY ASSISTANT

APAC Performance report

Quarterly:
Executive summary with KPI cards, spend by country, digital share by market, top advertisers & categories, and agency holding group landscape with a ranked network table.

TOOL
AI CODING ASSISTANT

Built an app that could assist leadership to monitor key trends and wins and losses of clients across big 6 Agencies as they shift

Transform App

TOOL
AI RESEARCH ASSISTANT

Future predict assistant

Developed a deep prediction to the future of how AI will effect Media & Digital / Tech industry, especially media agency

TOOL
AI CREATIVE ASSISTANT

Future Trends Deck

Developed using an Agent in Gamma a future focused trends deck that could be shared with clients



Susannah Llewellyn