



Certified Advanced
AI Leader

DATE ISSUED

August 2026



VALID UNTIL
FEBRUARY 2027

This Certifies That

Jonathan Serrano

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

Hereby Recognized As A

Certified Advanced
AI Leader

CONDUCTED BY

Phil Kirschner

TRANSFORMATION PARTNER, LEAD WITH AI

CONDUCTED BY

Daan van Rossum

FOUNDER & CEO, LEAD WITH AI

CONDUCTED BY

Henrik Jarleskog

MD, EUROPE, LEAD WITH AI



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PERSONAL BOARD
OF DIRECTORS

Jon's BOD

- 1) Medtech strategy & scaling
- 2) Optical retail & channel mastery
- 3) Leadership, resilience & high-pressure decision-making

Estimated time saved: n/a



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AI PRODUCTIVITY
ASSISTANT

Writing Partner

- Assists with email drafts, lead gen, follow-up communication and outreach from tradeshow notes
- ETS: 4 hrs./wk.



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AI INSIGHT
ASSISTANT

Optometry and Ophthalmology Industry Watch

- Executive leader facing weekly industry scanner on retail eyecare, medical devices, mergers and acquisitions, pharma, etc.
- ETS: 6-8 hrs./wk.



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AI EDUCATION
ASSISTANT

Optometry/ Ophthalmology News Digest

- Short, editorial weekly optometry/ophthalmology news digest for early-career/junior team members
- ETS: 2 hrs./wk.



Jonathan
Serrano

VP of Strategic
Growth and
Commercialization



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AI LEGAL
ASSISTANT

Service Agreement Reviewer

- Reviews service agreements, updates amendments, generates draft budgets
- ETS: 36 hrs./qtr.



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AI CODING
ASSISTANT

Front End and Backend Engineer

- Builds applications and html presentations, relational database support for sales data
- ETS: 72 hrs./qtr.