



Certified Advanced
AI Leader

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Lead with AI

VALID UNTIL
MARCH 2027

This Certifies That

Amy Wowak

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

 TOOL
PERSONAL BOARD OF DIRECTORS

Conclave

Eight advisory personas I can convene for a gut check on strategy, framing, or a tough call.

Conclave – a gathering convened to decide something important (aka my brain trust)

ROI: TBD, but decision quality improvement

 TOOL
AI INSIGHT ASSISTANT

Bellwether

Talent-review diagnostic for the specialist org - runs FLM assessments through analysis leaders can't do by eye. First cycle caught an honest-vs-inflated attainment split that was quietly skewing every org-wide number, plus the specific skill gap behind it.

Bellwether – the lead sheep of a flock, traditionally belled, so the shepherd can track the herd by sound (aka the early signal)

ROI: Pattern-detect on framing: surfaces calibration gaps invisible at individual scale

 TOOL
AI RESEARCH ASSISTANT

Ephemeris

Weekly AI news scan with built-in de-dup and stopping rules, so I get a curated take instead of a firehose. Feeds straight into Open Tabs newsletter.

Ephemeris – an astronomical table charting a celestial object's positioning by day (aka tracking movement in AI news)

ROI: removes coverage gap so nothing falls and gives the Open Tabs newsletter a running start

 TOOL
AI PRODUCTIVITY ASSISTANT

Cutman & Ten Count

Cutman triages what's coming in, Ten Count chases what's gone quiet on the way out. Running both means I'm not carrying my in and outbound in my head.

Cutman – boxing: the corner specialist who stops bleeding and swelling between rounds so a fighter can keep going (aka catching my misses so I can keep going)
Ten Count – boxing: the referee's count to ten before a fighter is ruled out (aka early warning count)

ROI: about an hour a day and the peace of mind knowing I don't have to track everything

 TOOL
AI MEETING PREP ASSISTANT

Fight Card & Cornerman

Fight Card builds my day before it starts - the lineup of meetings in order, with the high-stakes one flagged as the main event, plus prep and attendee background for each. Cornerman goes deeper on a single 1:1, pulling together the specific follow-ups that matter for that person.

Fight Card - boxing: the printed lineup of bouts for a night, in order, with the headline match listed last (aka today's meeting lineup, main event flagged)
Cornerman - boxing: the trainer who studies one specific opponent and calls the strategy for that matchup (aka deep prep for the person across the table)

ROI: about 90 minutes a day – all of the prep and process now down to a briefing



Amy Wowak
Principal, GTM Strategy + AI Fluency @ Adobe

 TOOL
AI CREATIVE ASSISTANT

Ghostwriter

Drafts in my actual voice - weekly updates to leadership, field comms, newsletter copy - built off a proper voice-profile analysis rather than generic AI tone.

Ghostwriter – someone who writes on another person's behalf (aka AI me, well, AI me-ish)

ROI: weekly updates and newsletter copy get a kickstart

 TOOL
AI CODING ASSISTANT

Replicator

Turns a rough idea into a tested spec, then a working draft I can click through before it ever goes near the build platform - so the logic's already checked once by the time it's live.

Replicator – conjures a physical object from a stored pattern, on request (aka prompting a working draft into existence)

ROI: TBD, still working it out