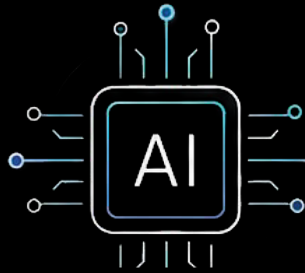




CEO STRATEGIC BRIEF

# Leading with AI



How to turn artificial intelligence into growth, productivity, and sustainable competitive advantage

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For CEOs, Executive Committees, and Boards



# The competitive window has shifted: from experimentation to scale.

Today, the differentiator is not adoption itself, but the ability to capture value at scale.

**01** Adoption is no longer the differentiator; execution is.

**02** Value is captured through end-to-end workflows.

**03** Trust and risk determine speed.



## Implication for the CEO

Fewer standalone pilots. More business-led bets with accountable owners, metrics, and adoption.

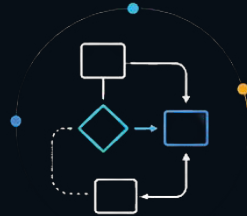
# The CEO must balance growth, productivity, and trust.



## GROWTH

New revenue streams, pricing, and differentiated experiences.

+



## PRODUCTIVITY

Operational speed and better decision-making in critical processes.

+



## TRUST

Risk, ethics, compliance, and reputation as enablers.

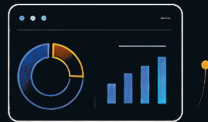
**SUSTAINABLE COMPETITIVE ADVANTAGE**

# Five decisions that separate pilots from competitive advantage.



01

Define the  
ambition



02

Select the bets



03

Redesign processes



04

Operate through a  
federated model



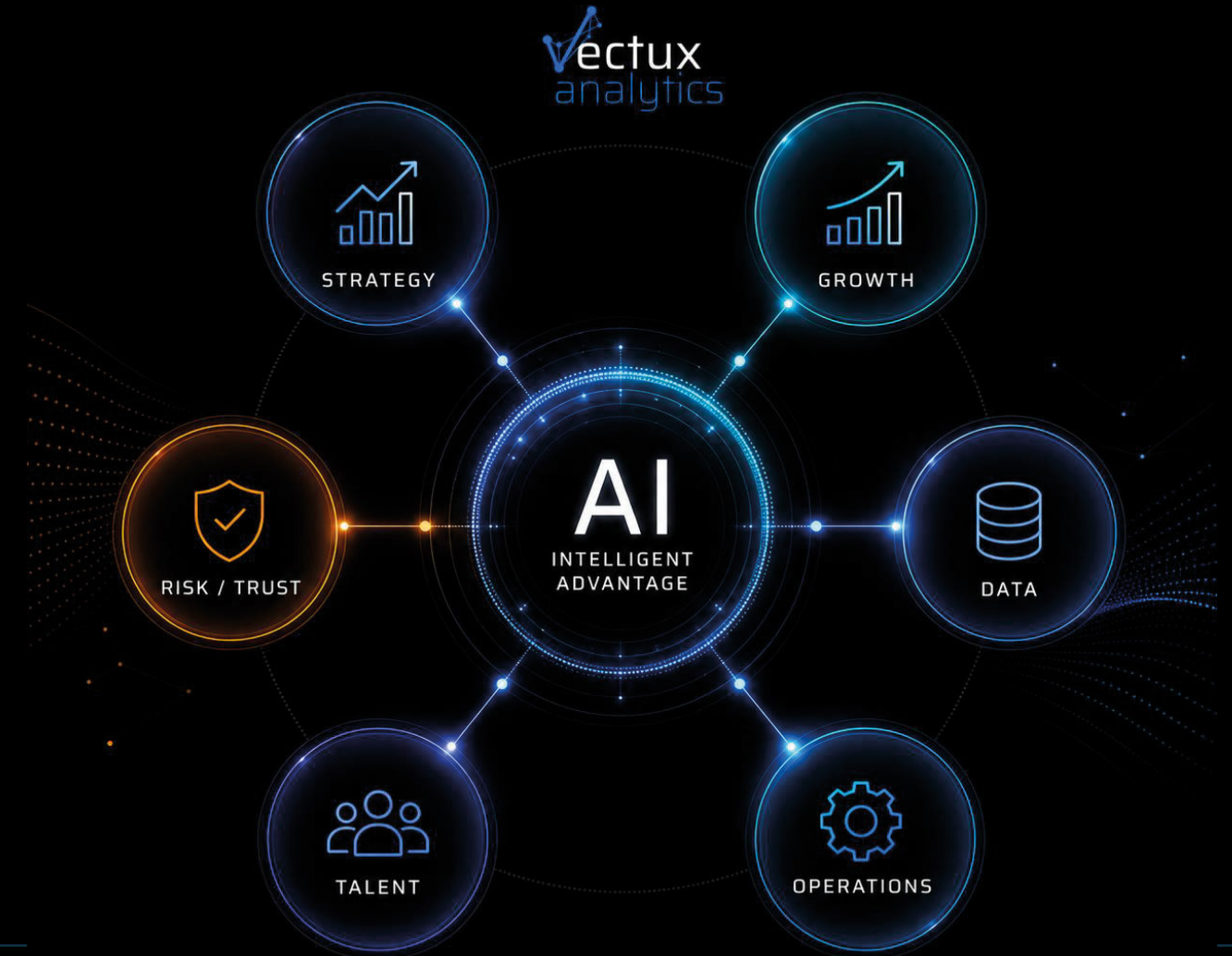
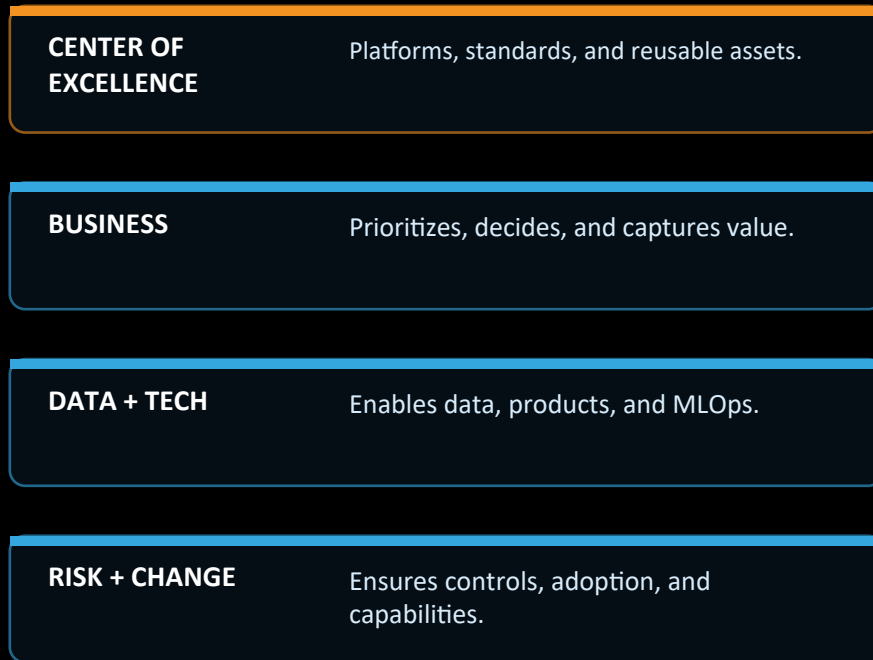
05

Manage trust

These five decisions are not technical. They are decisions about leadership, capital allocation, and organizational change.

# Scale requires a federated model: common standards, distributed value.

AI must operate as a shared capability across business, data, technology, risk, and talent.



# Prioritization is not about listing use cases; it is about allocating capital to value levers.

## QUICK WINS

0–90 days

Automations with immediate adoption and simple metrics.

## CORE PROCESS REDESIGN

3–9 months

End-to-end processes with material P&L impact.

## NEW BUSINESS MODELS

9–18 months

AI-powered products, services, or platforms.

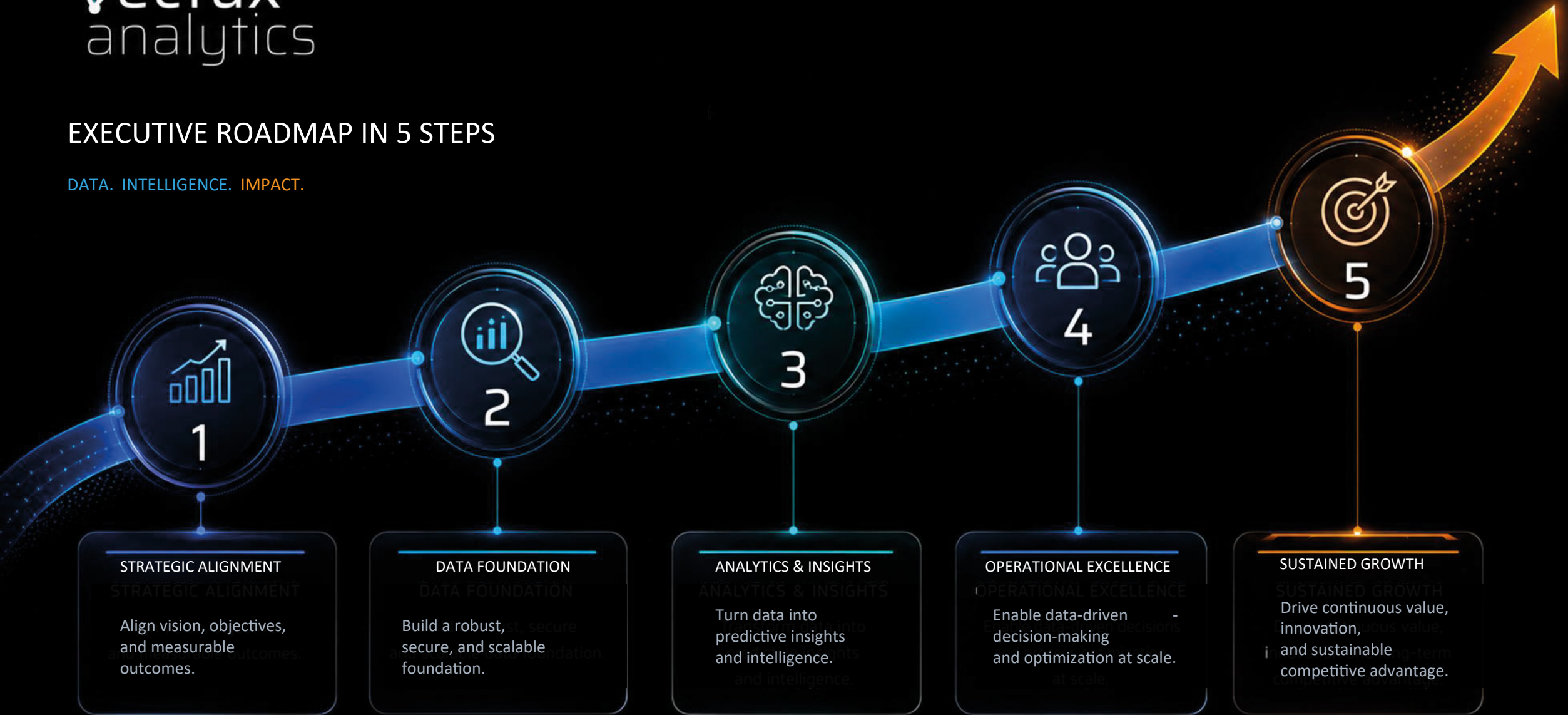
## INVESTMENT LENS

- Economic hypothesis
- Business owner
- Available data
- Assessed risk

Executive rule: every bet must have a value case (ROI), an accountable owner, available data, assessed risk, and an adoption plan.

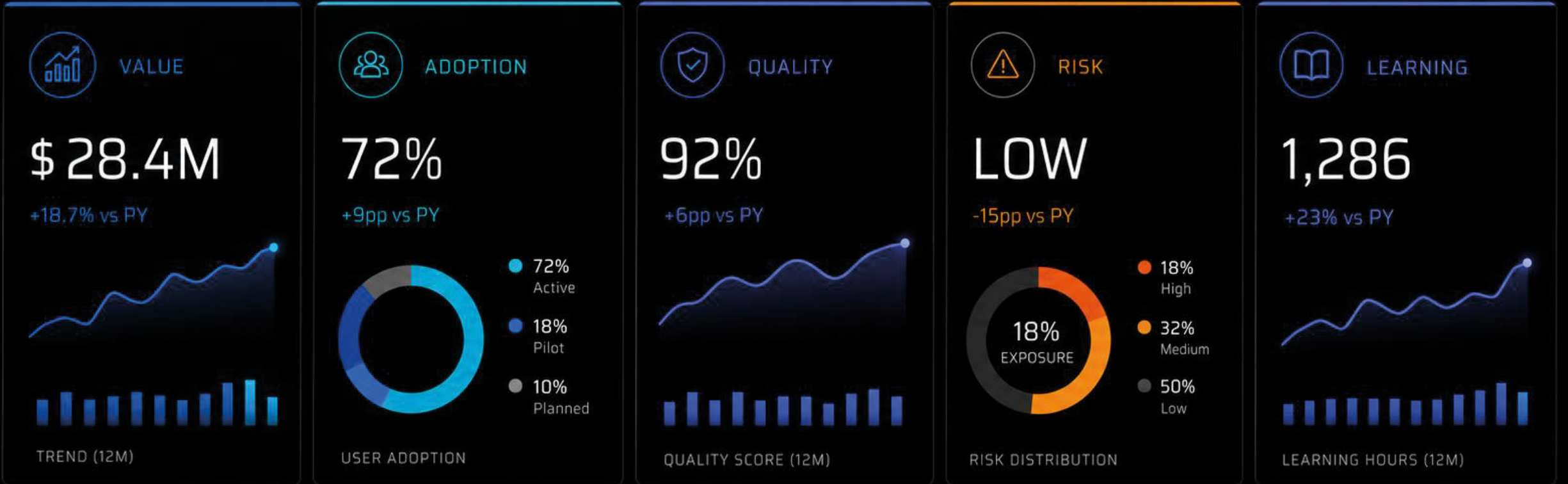
## EXECUTIVE ROADMAP IN 5 STEPS

DATA. INTELLIGENCE. IMPACT.





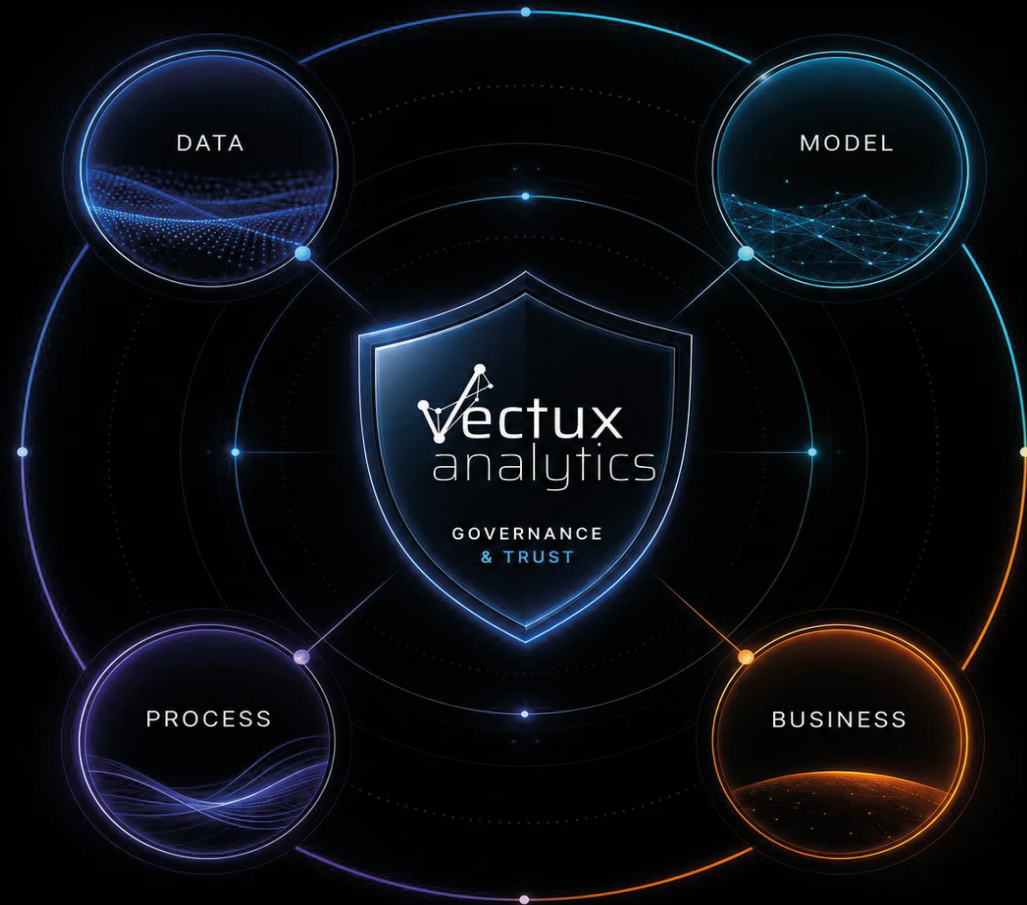
Measuring outputs is not enough: value, adoption, and trust must be measured.



# Trust does not slow down scale; it enables it.

Every material use case should be designed with controls, monitoring, and clear accountability.

- DATA** Quality, privacy, and traceability.
- MODEL** Performance, bias, and monitoring.
- PROCESS** Human-in-the-loop and escalation.
- BUSINESS** Impact, accountability, and reputation.



# The Board does not review tools; it reviews ambition, risk, investment, and value.



Where can AI reshape our business economics?



Which capabilities should we build, and which should we buy?



How do we govern risk without sacrificing speed?



What investment can we unlock when value is proven?



What talent needs to learn, evolve, or lead?

Suggested format for the Board: a quarterly 60-minute session structured around four areas: value, portfolio, risk, and capabilities.

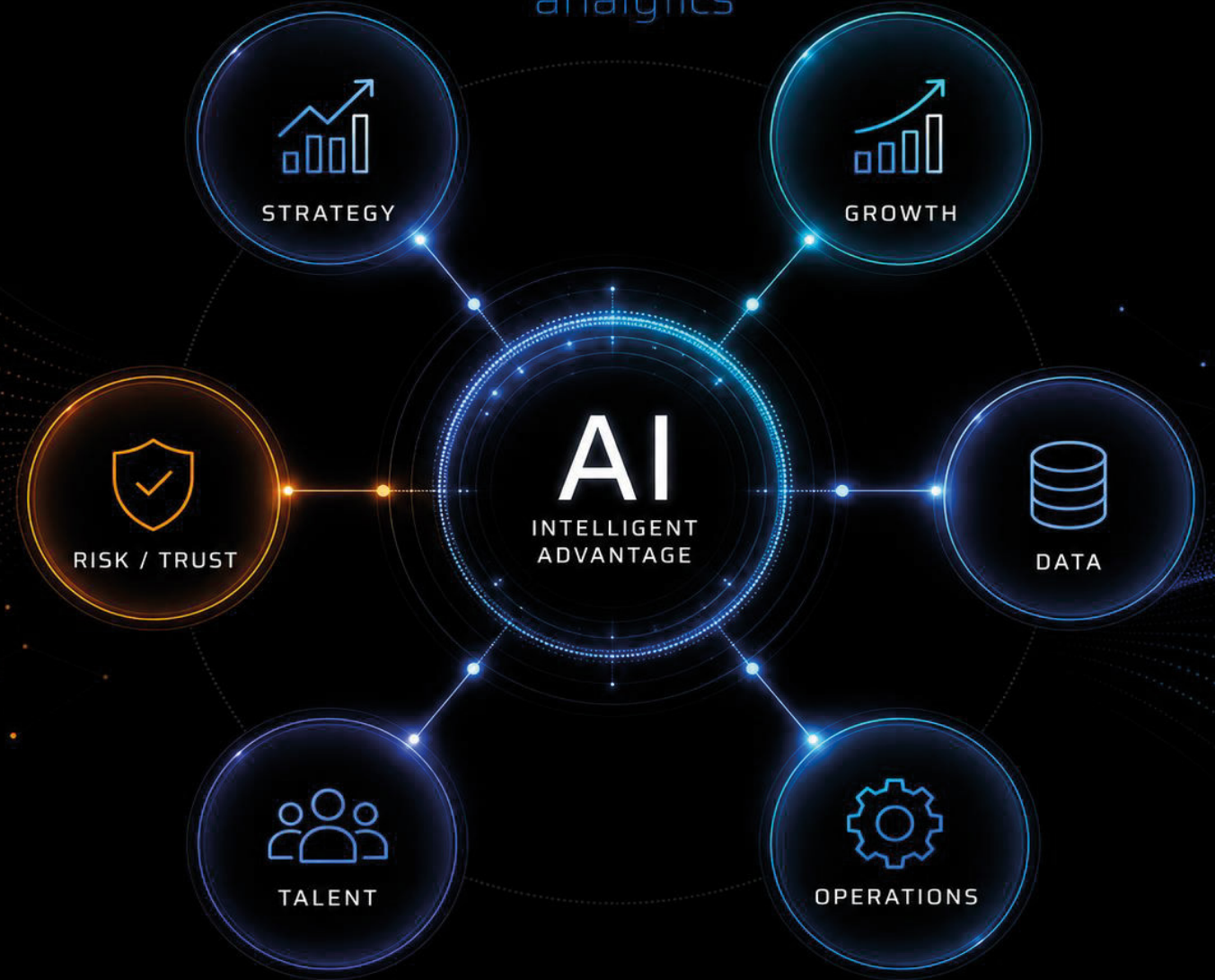


# Leading with AI

Build an organization that learns faster, makes better decisions, and operates with greater precision.

**Vectux Analytics**

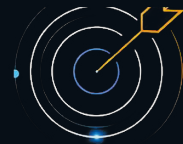
AI Strategy • Advanced Analytics • Business Transformation



# AI is not a tool. It is a leadership capability.

The advantage will not come from “using AI,” but from redesigning decisions, processes, and talent to capture repeatable value.

## STRATEGIC AMBITION



Define where AI can reshape the economics of the business.

## END-TO-END PROCESSES



Scale through complete workflows, not isolated experiments.

## GOVERNANCE & TRUST



Accelerate with risk management, monitoring, and adoption built in from the start.

**CEO mandate: turn strategic intent into an operating model that delivers value, speed, and trust.**



# Thank you

Let's talk about how to accelerate **the value of AI** in your organization.



Schedule a strategic conversation with us.



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Business Director



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