CASE STUDY / 04

Enterprise AI Commercialization

Enterprise software / Product and growth leadership

PROJECT STATUS Commercial adoption demonstrated

THE BUSINESS CHALLENGE

An emerging enterprise AI pricing concept had to become a credible product for complex ERP environments, with controlled pricing workflows, enterprise customer trust and a scalable commercial channel.

MY CONTRIBUTION

As a founding commercial leader, I helped shape the operating and go-to-market model, positioned the proposition around integration with an established enterprise software ecosystem, developed strategic partnership channels and supported international growth. The challenge was to connect sophisticated technology to established procurement, data, contracts and approval workflows.

DOCUMENTED OUTCOME

The business achieved official partnership status with a major ERP vendor and acquired approximately 25 enterprise customers in its first year. The company subsequently progressed through an equity transition. Customer count describes adoption, not independently verified pricing-performance improvement.

TRANSFERABLE EXECUTIVE CAPABILITIES

Executive leadership | AI commercialization | strategic alliances | enterprise GTM | business growth

Prepared for independent executive opportunity discussions. Client and partner identifiers are intentionally withheld. Strategic designs are distinguished from verified commercial results.