AI STRATEGY AND TRANSFORMATION

We turn an AI mandate into a plan your board can fund and your teams can run.

Make AI pay.

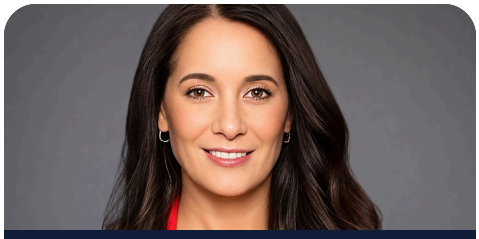
We find where AI should earn a return across the company, then stay through execution.

WHO WE WORK WITH

$20M to $50M
Growth companies

$1B to $6B
Enterprises and their divisions

Financial services · Real estate and property management · Technology and robotics · Life sciences



Lara Shackelford

CEO, Hawksmoor.ai
Claude Community Ambassador, NYC
Claude Partner Network member
Founding member, AI Exec Board
HumanX speaker, 2025 and 2026

Led growth organizations at seven data and AI companies with **$11.63B+ in exits**. 25+ years at Oracle, SPSS, Microsoft, Marketo and Intel.

University of Oxford, Postgraduate Diploma in AI for Business

Built for regulated industries.

Lara led AI across a FINRA- and SEC-regulated financial services firm, with risk, IT, the chief data officer, HR, sales and marketing. Few leaders have done that.

WHY LEADERS CALL US

New CFO — You just took the role, and AI spend has no real strategy behind it.

COO — Costs are rising, revenue is falling and customer scores keep slipping.

CEO — The board wants AI transformation in 18 months, with a roadmap it can track.

Founder CEO — Your edge may not survive AI. You have to define the next one now.

WHAT WE SELL

Executive Working Session
$750
45 minutes with Lara on one AI decision, with written next steps.

AI Value Audit
From $15,000
Typically four weeks. Use cases ranked by value and readiness, with governance named.

AI Strategy & Execution
Custom-scoped
We build what the roadmap calls for, measured against agreed outcomes.

RESULTS LARA HAS DELIVERED

78%
Adoption of a governed AI layer compliance trusted to run
REGULATED FINANCIAL SERVICES FIRM

1,650
People trained on Copilot by business unit. Use spread well beyond marketing.
REGULATED FINANCIAL SERVICES FIRM

4 weeks
From a 53% search loss to a company-wide plan, finance through partners
$20M REAL ESTATE COMPANY

3.5 vs 2.4
How long-tenured and new leaders rated AI readiness. The roadmap closes the gap.
GLOBAL SECURITY SERVICES FIRM

> "They built me a full operating system for my business in Claude."
>
> **Becca Shaddox**, Operating Partner, B-Bold Consulting Group

CLIENTS INCLUDE

TROSSEN · UNIVERSITY OF GUAM · DOCGILITY

Find out where AI will pay in your business.
Start with a free 15-minute call with Lara, or the free AI Value Assessment.

Schedule at hawksmoor.ai
lara@hawksmoor.ai

HAWKSMOOR.ai

BUILT ON SIGNAL INTEGRITY