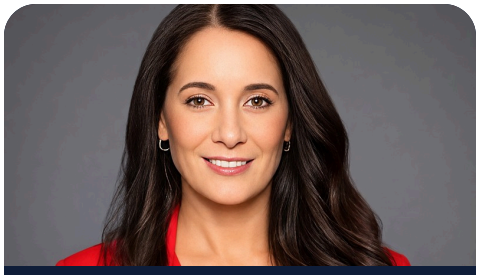
GO-TO-MARKET GROWTH

Stalled or scaling, we build the AI-native engine behind your growth.

> **AI didn't break your go-to-market.**
> **It revealed what was already broken.**

We find where your revenue system loses demand or can't keep up, then rebuild it with AI and your team.



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

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

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

CRO	The forecast keeps missing, and sellers ignore the AI tools you bought.
Growth CEO	Sales still runs through you. You need an engine that doesn't.
CMO, CRO	You doubled the team, and pipeline didn't double with it.
Division lead	A new market or product launch, and the old playbook won't carry it.

WHAT WE SELL

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

AI Value Audit
From $15,000
Typically four weeks. Every growth leak, ranked by value.

AI Strategy & Execution
Custom-scoped
We rebuild the engine with your team, measured against agreed outcomes.

RESULTS LARA HAS DELIVERED

43%
Annual growth on 46% less outbound volume
REGULATED FINANCIAL SERVICES FIRM

15%
Americas revenue growth. One account-based program added $200M in pipeline in 60 days.
MICROSOFT

28% → 45%
AI visibility after the first two recommendations
TROSSEN ROBOTICS

53%
Search traffic lost year over year. In 4 weeks we found why, and the board chose the fix.
$20M REAL ESTATE COMPANY

> "We implemented the first two recommendations that same week. Site sessions jumped 38%."
> **Marc Dostie**, Principal Solutions Architect, Trossen Robotics

CLIENTS INCLUDE

TROSSEN · UNIVERSITY OF GUAM · DOCGILITY

Find what's holding your growth back.
Start with a free 15-minute call with Lara, or the free GTM Assessment.

Schedule at hawksmoor.ai
lara@hawksmoor.ai

HAWKSMOOR.ai

BUILT ON SIGNAL INTEGRITY