AI STRATEGY AND GO-TO-MARKET GROWTH

We help leadership teams turn AI pressure into revenue and return.

Make AI pay.

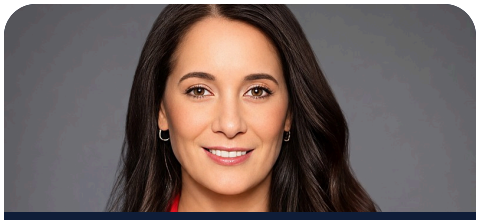
AI strategy across the company. Go-to-market growth when revenue stalls.

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

AI strategy

New CFO	No real AI strategy, and the board expects a plan it can fund.
COO	Costs are up, revenue is down and customer scores keep slipping.

Go-to-market growth

CRO, CMO	Revenue has stalled, and nobody agrees why.
CMO	Buyers ask ChatGPT for a shortlist, and you're not on it.

WHAT WE SELL

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

AI Value Audit
From $15,000
Typically four weeks. Where AI can earn a return, ranked before you invest.

AI Strategy & Execution
Custom-scoped
Strategy through build and adoption, measured against agreed outcomes.

RESULTS LARA HAS DELIVERED

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

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

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

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

> "The work turned fragmented customer and market signals into clear priorities we could act on."
> **Jim Chiang**, CEO, Docgility

CLIENTS INCLUDE

TROSSEN · UNIVERSITY OF GUAM · DOCGILITY

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

Schedule at hawksmoor.ai
lara@hawksmoor.ai

HAWKSMOOR.ai

BUILT ON SIGNAL INTEGRITY