JSMM.

AI Growth Advisory

FOUNDER-LED AI STRATEGY ADVISORY

Helping leadership teams make high-stakes AI and growth decisions before committing capital, resources, or execution.

This is not a framework, tool, or implementation package. Valerie Jennings works directly with founders and executive teams to guide where to invest, what to ignore and how to apply AI without unnecessary risk.

HOW VALERIE APPROACHES AI ADVISORY WORK

EVERY ENGAGEMENT BEGINS WITH ONE CORE QUESTION:

What decisions actually matter right now?

From there, Valerie works directly with leadership to identify where growth is coming from, where it is being lost and how AI should be applied without distorting the business.

ADVISORY FOCUS AREAS

Rather than selling tactics, this advisory work delivers decision clarity across three layers. Not every client requires every layer. Part of Valerie's role is determining what level of depth is appropriate.

Market Intelligence & Competitive Reality

Clarity Before Strategy

- Where you are truly competing
- Where positioning is breaking down
- Where opportunity exists

Outcome
A clear view of the market before strategy is defined.

Growth & Revenue Architecture

Alignment Before Execution

- How revenue is actually generated
- Where growth is stalling
- What leadership should prioritize

Outcome
A structure leadership can use to guide execution

AI Growth Decisions

Judgment Before Momentum

- Where AI creates leverage vs risk
- What should remain human-led
- What should be built now vs delayed

Outcome
A decision framework leadership can rely on as AI evolves

How Engagements Work

- ✓ Begins with a strategic diagnostic
- ✓ May expand into ongoing advisory
- ✓ Valerie works directly with leadership
- ✓ Scope is determined by decision complexity

What This Is Not

- ✗ Not AI implementation
- ✗ Not marketing execution
- ✗ Not templated consulting
- ✗ Not junior-level analysis

This work exists to improve the quality of leadership decisions before execution begins.

Strategic diagnostic • Executive advisory • Fractional AI strategy advisor

Valerie Jennings - CEO

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Apply for AI Growth Advisory