

# Your Company Has an AI Problem. You Keep Hiring the Wrong Person to Fix It.

Most companies are spending on AI wrong, and the people selling them AI can't tell them why. The market is flooded with advisors who present frameworks but have never shipped a production system, engineers who execute tasks but need someone else to decide which tasks matter, and influencers who review tools for clicks. Business owners don't have time to sort signal from noise. So they keep writing the same check and getting the same result.

## THREE WRONG HIRES

### **The Talking-Head Advisor**

Sells strategy decks and transformation roadmaps. Leaves before anything gets built. You get a PDF and an invoice.

### **The Prompt Engineer**

Can execute what you ask for. But someone has to tell them what to engineer, connect it to your business strategy, and explain it to your leadership team.

### **The AI Influencer**

Posts tool reviews and headlines as thought leadership. Has followers, not production systems. Content is the product, not your outcome.

## THE MISSING PROFILE

### **Fractional AI Officer**

A part-time executive who diagnoses your business before prescribing technology. Someone who builds working systems while sitting in your leadership meetings, translating AI concepts so your team actually adopts them. Not just upgrading your tech stack. Upgrading your people. A prompt engineer needs someone to tell them what to engineer. A Fractional AI Officer is that someone.

## Eric Lopez

- Former ADP VP of BI and Analytics. 13 years, Fortune 250.
- \$3B+ P&L responsibility. \$100M+ measurable business impact.
- Kellogg MBA. Strategy, Analytics, Leadership.
- Built an AI operating system with 19 agents, 68 skills, and 30+ production workflows.
- Speaker, Tableau Conference (10,000+ attendees).



*"I don't hand you a strategy deck and leave. I build the system before the meeting is over."*

Fractional | Project-Based | Advisory

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