

Commercial Intelligence Strategist

Problem-first clarity for leadership teams facing significant commercial decisions. Human guided, AI powered. Options, not opinions.

THE PROBLEM

You have an opportunity or challenge you cannot see clearly enough to act on.

"We know something needs to change"

"Our data is everywhere, and nowhere"

"Every department has a different answer"

"We can't quantify the impact"

HOW IT WORKS

From problem statement to decision-ready options.

1

Agree the Problem Statement

What question are we actually answering? Align on the real problem.

2

Define Hypotheses and Methodology

Test a view, rather than fish the data.

3

Human-Guided AI Interrogation

Build and iterate the models, human intuition and judgement guiding the AI.

4

Translate into Options and Insights

Each with clear rationale, dollar impact and risk profile.

5

Executive Focus Outputs

Where to focus and why, with a full audit trail.

Commercial acumen, multiplied by AI.

COMMERCIAL ACUMEN

20+ years of operator-grade strategy.



AI CAPABILITY

Frontier AI, applied with rigour.



VALUE DELIVERED

Deeper insights. Faster, cheaper.

DELIVERABLES

Two packs. Decision-ready.

1 Methodology Pack

The full approach behind the answer: problem statement, hypotheses, source data, assumptions and audit trail. Every figure traces back to its source.

2 Insights and Actions Pack

Headline findings, signal vs noise with confidence assessment, and 3–5 ranked options, each with dollar impact, risk profile and where to focus first.

INVESTMENT

Two tiers. Fixed scope. Clear outcomes.

STANDARD

\$19,500

+ GST | 3 weeks

✓ Fewer than 15 data sources (internal only)

COMPLEX

\$26,500

+ GST | 4 weeks

✓ 15+ data sources (internal and external)