

Turning AI, Strategy & Data Into Business Results

Executive advisory for leaders turning AI, analytics, forecasting, and performance data into trusted decision systems and measurable outcomes.

Business-led. Adoption-focused. Built for leaders who need decisions, not noise.



AI, analytics, pricing, forecasting & executive decision support

A practical bridge from executive complexity to decisions leaders can act on.

The AI Adoption Thesis

AI adoption does not happen because an organization buys new software. It happens when leaders redesign work.

The technology can accelerate tasks, but it cannot decide which work should exist, which decisions matter, which workflows are broken, or how people should collaborate differently. That is why AI leadership is not only a technical capability; it is the discipline of turning human judgment and machine capability into better operating systems.

01 People

Help teams use AI with confidence, context, and responsibility.

02 Workflow

Embed AI where work actually gets done, not as a side experiment.

03 Outcomes

Measure value through decisions, performance, adoption, and execution.

What Leaders Need Now

The market is rewarding leaders who can connect AI, analytical thinking, process improvement, and business execution.

01 AI With ROI

Move beyond experiments. Embed AI into decisions and workflows where it can create measurable value.

02 Trusted Data

Fix fragmented reporting and create one version of truth that leaders will actually use.

03 Better Forecasts

Predict earlier, explain variance sooner, and support faster decisions before surprises arrive.

04 Revenue Optimization

Improve pricing, customer economics, retention, investment, and growth execution.

The problem is rarely “not enough data.” The problem is usually that information is not trusted, organized, or connected to decisions.

Where I Create Value

Practical work at the intersection of strategy, finance, analytics, operations, and AI adoption.

01 Executive Decision Support

Translate complexity into clear leadership decisions.

02 Revenue & Pricing Analytics

Improve pricing, customer economics, and growth decisions.

03 Forecasting, FP&A & Scenarios

See earlier, plan better, and reduce surprises.

04 KPI Systems & CEO Cockpits

Create performance views leaders can actually use.

05 Data Foundation Repair

Turn broken data environments into trusted decision systems.

06 AI Opportunity & Adoption Roadmaps

Prioritize AI by value, feasibility, workflow impact, risk, and adoption complexity.

The goal is not technical theater. The goal is better decisions, trusted evidence, and measurable execution.

Problems I Help Solve

Most organizations do not have an insight problem. They have a decision-system problem.

01 Broken Data Foundations

Reporting is fragmented, inconsistent, or not trusted.

02 KPI Fog

Teams track activity, but not the real performance drivers.

03 Slow Decision Cycles

Leaders wait too long for answers that should already be visible.

04 Forecast Surprises

Variance is explained too late instead of predicted earlier.

05 AI Without Adoption

Tools and models exist, but they are not embedded into workflow or accountability.

06 Growth Leakage

Pricing, retention, investment, and execution leave money on the table.

I turn messy reporting, weak forecasting, and scattered AI ideas into decision systems leaders can trust.

How I Work

Small enough to start fast. Serious enough to become the leadership operating system.

01 Start with the decision

What do leaders need to decide better, faster, or earlier?

02 Repair trust in the numbers

Reconcile definitions, sources, logic, and data quality.

03 Build the cockpit

Create the few views that expose priorities, risk, action, and ownership.

04 Embed into workflow

Turn reports and models into management rhythm, accountability, and adoption.

05 Measure value

Track business outcomes, adoption, decision quality, and what should scale next.

AI becomes valuable when it moves from impressive demos to daily operating discipline.

Why It Works

The work combines business judgment, analytical depth, executive communication, and hands-on execution.

1 Business-led

Focused on outcomes, not technical theater.

2 Executive-ready

Clear communication for CEOs, CFOs, and senior leaders.

3 Hands-on

Comfortable with data, SQL, forecasting models, dashboards, and analytics logic.

4 Trust-building

Restore confidence in numbers after broken reporting.

5 Cross-functional

Bridge strategy, finance, operations, analytics, and technology.

6 Adoption-focused

Connect AI and analytics to workflows, users, governance, and action.

Representative experience across Google, Vodafone, Groupon EMEA, Digicel, UHealth, and Burger King.

Selected Impact

The consistent pattern: convert complex operating environments into trusted decision systems and measurable outcomes.

+65%

Postpaid revenue growth

Achieved with disciplined customer investment strategy.

~40% → ~10%

Forecast error reduction

Improved demand planning accuracy for high-impact decisions.

~20%

Revenue uplift

Supported an EMEA TV investment case and marketing analytics.

COVID

Forecasting support

Helped leadership prepare for waves, peaks, and resource needs.

24 DBs

One source of truth

Consolidated fragmented reporting into a trusted system.

Cross-industry

Repeated impact

Delivered results across telecom, healthcare, QSR, tech, and consulting.

Results delivered in environments where the work had to be accurate, trusted, and useful to senior leaders.

Practical Entry Points

Designed for leaders who want value before complexity: start small, prove value, then scale what works.

01 AI Opportunity Diagnostic

Map use cases by business value, workflow fit, data readiness, risk, and adoption complexity.

02 Executive KPI Cockpit

Build one leadership view of priorities, performance, risk, ownership, and next actions.

03 Forecasting & Scenario Model

Help leaders act earlier before the quarter is over or the capacity issue appears.

04 Revenue / Pricing Review

Find leakage in pricing, customer mix, retention, investment, and channel execution.

05 Data Trust Repair

Reconcile conflicting numbers, document logic, and rebuild confidence in performance data.

06 90-Day Measurable Pilot

Turn one executive problem into a live operating model with adoption and outcome tracking.

From AI Experimentation to Business Value

The opportunity is not to add more technology to already complex organizations. The opportunity is to redesign work so leaders can see clearly, decide earlier, and act with confidence.

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The strongest AI leaders will be the ones who turn technology into better work, better decisions, and better organizations.