

# AI for Executives

*With Prof. Aleix M Martinez  
Former Amazon Executive  
Former Professor at OSU*

**Learn how to transform any company  
into an AI-native organization.**

**For the C-suite, VPs, Directors,  
Senior Leaders, and anyone who  
aspires to be an AI executive.**

visit [www.aiforexecutivescourse.com](http://www.aiforexecutivescourse.com)

## Why this course?

To become one of the few executives who knows how to transform any business with AI.

To grow as a senior leader, with a practical program that clearly outlines the mechanisms and language needed to lead AI-native transformations.

## You will learn to

- Identify the AI models and mechanisms your business actually needs.
- Learn proven frameworks for integrating with existing workflows.
- Adopt AI solutions to your operational reality.
- Recognize the talent needed to transform your organization.
- Pilot, test, and scale AI initiatives.

## What's included:

- Video recordings (over 11 hours).
- Audio recordings (listen as a podcast).
- Transcripts of all the lectures.
- 102-page ebook with the course materials plus links to additional resources to dive deep on any topic.
- Audiobook version of the ebook.
- Priority invitation to firesides.

**Cost: \$10,000**

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# Why AI adoption succeeds and fails

- Why AI integration is failing
- The strategic path
- Top vs bottom performers
- Matthew effect
- The right talent
- Humans vs AI:
  - End-to-end solvers vs productivity tools
- Reducing costs vs risk of obsolescence
- The importance of data
- Data curation
- Ontologies
- AI agents
- AI governance
- AI cybersecurity
- AI integration – expectations vs reality
- Data centers



# Generative AI

- Machine learning
- Neural networks
- Deep learning
- Feature space
- Embedding space
- Encoder-decoder architecture
- Linear projections
- Non-linear mappings
- Auto-encoders, GANs, Diffusion Models
- X-to-Y models
- Regression to the mean
- Jevons paradox
- Why generative models fail
- Hallucinations and misses
- Retrieval-Augmented Generation (RAG)
- Scaling Laws
- Why larger models are “smarter”?
- Distillation
- Double descent



## Foundation Models

- Autoregressive models
- Markov – predicting the next token
- Transformers
- The encoder
- The decoder
- Depth vs width
- Frontier models
- Text embeddings
- Context window
- Pre-training
- Post-training
- Rejection sampling
- Reinforcement learning and reward models
- Constitutional AI
- Red teaming
- Model merging
- Reasoning models
- Theory of mind
- AI adoption – software developers
- Solutions to regression to the mean
- Deception and its solutions
- Mixture of experts



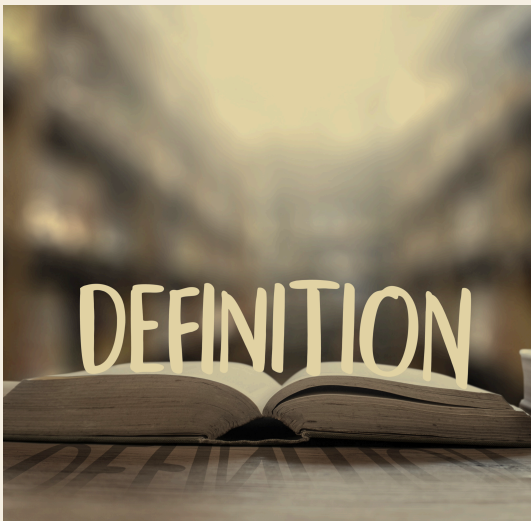
## Wrappers

- What are wrappers?
- Where the ROI is – wrappers vs foundation models
- General vs targeted solutions
- Niche industries
- Open source models
- Open weight models
- Finite vs infinite games
- Modeling finite games
- Modeling infinite games
- Measuring success
- Useful metrics
- A/B testing
- Successful strategies for AI governance
- Cybersecurity mechanisms
- An invitation is all you need



## Execution

Ideas are cheap, it's all about execution  
Ideas are not cheap  
But execution is indeed everything  
How to choose a model  
How to choose an embedding  
How to choose your accelerator  
Data pipelines  
Copyright limitations  
Focus – start small  
The key – a seasoned AI expert  
Who will succeed?  
The age of specialization  
The Dunning-Kruger effect  
Mechanisms to identify the right talent  
Hire, retain, and promote the right talent  
The Solow paradox  
The role of the PM  
Strategic thinking  
PM and MLE success  
What makes a great manager?  
The next AI frontier  
The Power law  
Search engines  
The verification asymmetry  
AI slop  
Execution strategies



## Glossary

Core concepts  
Model architecture & training  
Data & mathematical logic  
Advanced concepts



## FAQs

### **Can I share this course with others?**

No. The course materials are for a single person. If you are interested in multi-person pricing, please contact us at [contact@aleix.ai](mailto:contact@aleix.ai).

### **Do you organize talks and courses at companies?**

Yes. Send an email to [contact@aleix.ai](mailto:contact@aleix.ai) with detailed information of the event (e.g., for whom the talk/course is intended to, most pressing needs you want us to cover, time allotted for the event, number of attendees, and location).

### **Why a long course like this?**

If you want to become an executive who's comfortable debating AI adoption, no 5 minute video will do the trick. You need an in-depth review.

We also hear from many executives who feel stressed because they do not know much about AI and are concerned they'll soon become obsolete. That's why we created this course – to allow you to speak with confidence.

### **Can I schedule a 1:1 with the Prof. Martinez?**

Yes. Anyone who's bought this course can schedule 30-minute and 1-hour sessions with the instructor, at the current hourly rate.

### **Do you offer consulting services?**

Yes. Email us at [contact@aleix.ai](mailto:contact@aleix.ai).