

SAM RADWAN • FRACTIONAL CMO & AI OPERATIONS EXECUTIVE

AI adoption for organisations that cannot afford to get it wrong.

Most people speaking about AI to regulated organisations have never carried the compliance risk. I have. Sixteen years inside law, insurance, healthcare and medical transportation — as a fractional CMO, a licensed insurance producer, a SIEM security analyst running NIST and MITRE ATT&CK assessments, and a multi-unit operator with the P&L in my name. Rooms leave with a defensible plan, not a reel of tools that expire next quarter.



16_{yrs}

Operating inside regulated industries

12_{yrs}

Retained as fractional CMO by one firm

89%

Profit increase in year one as COO of a content agency

SIGNATURE TALKS

Four talks, each re-cut for the room.

The Compliance-First AI Playbook

BOARDS, RISK COMMITTEES, C-SUITE IN LICENSED INDUSTRIES

Adopting AI without failing the next audit: shadow-AI inventory, data lineage, risk classification, oversight thresholds, vendor exposure and audit trails — mapped to the control frameworks the room already reports against.

Leaves the room with a one-page governance checklist, scored by risk layer.

Above the Loop: The Executive's Job After AI

LEADERSHIP TEAMS, TRANSFORMATION OFFICES, L&D

When systems execute, leaders stop managing tasks and start governing outcomes. What changes in decision rights, role design and escalation — and which familiar metrics quietly stop meaning anything.

Leaves the room with a role-redesign worksheet for the leadership team.

Your AI Stack Is Not a Tool List

OPERATORS, MARKETING AND REVENUE LEADERS

Tools churn every quarter; capabilities do not. A durable way to evaluate any AI stack across eight functions — reasoning, verification, production, automation, memory, multimodal range, integration and human control.

Leaves the room with a capability map of their current stack, gaps marked.

Marketing Under a License

INSURANCE, FINANCIAL SERVICES, LEGAL AND HEALTHCARE MARKETERS

What AI-assisted marketing can and cannot say when you are regulated: claims substantiation, disclosure, review workflow, recordkeeping — and where automation quietly manufactures liability.

Leaves the room with a pre-publication review workflow.

FORMATS

Keynote

30-60 MIN

Main stage, annual meeting, industry conference.

Board briefing

60-90 MIN, CLOSED

Question-led. Chatham House rules on request.

Half-day workshop

3-4 HOURS

Role-based. The group builds its own plan in the room.

Two-day intensive

TEAM ENABLEMENT

A working governance or growth plan, with named owners.

THE RECORD BEHIND THE TALKS

Verifiable, and on the public record.

- **Fractional CMO & business advisor**, a Florida law firm — 2014 to present. Go-to-market strategy alongside market research, investment analysis and business-risk assessment for legal, franchise and private-equity decisions.
- **Fractional CMO & strategic operations**, regional non-emergency medical transportation — 2024 to present. Brand, growth and operations in a heavily regulated, service-intensive environment.
- **Principal partner & COO**, boutique content agency — architected the operating model; contributed to an 89% profit increase in year one.
- **Multi-unit franchise owner & regional operations manager**, healthcare franchise — launched and ran three South Florida locations, among the three fastest growing in the national system.
- **Cyber security analyst** — SIEM design and deployment across Azure, AWS and VMware; risk assessments, use cases and procedural documentation under NIST CSF and MITRE ATT&CK; client training delivered as part of the role.
- **Licensed Florida 2-15 insurance producer** — life, health and variable annuities.
- **McKinsey.org Forward Program**.

AUDIENCES

Where this lands.

- Industry associations and annual conferences
- Corporate leadership offsites and board retreats
- Insurance, financial services, legal and healthcare organisations
- Government and regulator-adjacent programmes
- Executive education and private cohorts
- Transformation offices and L&D functions

TRAINING PROGRAMMES

- **Board & Executive AI Briefing** — half day
- **AI Governance & Risk for Regulated Firms** — two days
- **AI for Marketing & Revenue Teams** — one day
- **Practical AI Fluency for Functional Staff** — one day or a four-week cohort

BOOKING

Tell me the room, and what it needs to decide.

Send the date, the audience, the format and the outcome you are after. You will get a proposed narrative, the artifact the room will leave with, and a fee for the engagement. Organisers receive high-resolution headshots, short and long biographies, talk abstracts, AV requirements and promotional copy on confirmation.

Based in Tampa, Florida. Available for on-site engagements internationally, including the Gulf — Dubai, Abu Dhabi, Riyadh and Doha. Delivered in English.

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