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.celie.ai/courses

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
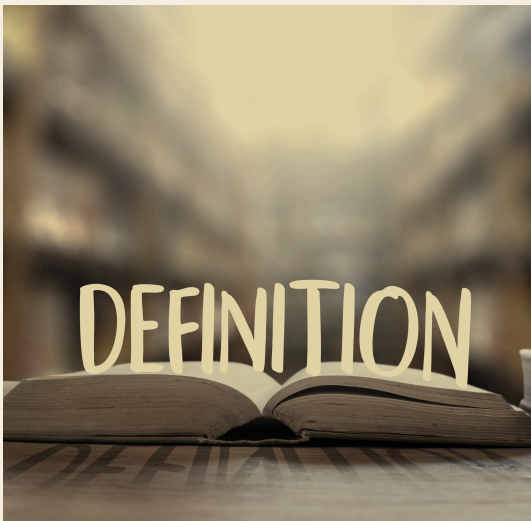Deception and its solutions
Mixture of experts

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

AI for Executives

Syllabus

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.

Do you organize talks and courses at companies?

Yes. Send an email to 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.

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