

Adam Whybrew

Executive level GenAI Consultant



Adam Whybrew | Really Useful Robots Consulting Pty Ltd | ABN: 62 684 505 146

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Industries covered

Developed analytics and AI applications and strategies in

- Retail & FMCG
- Financial Services & Insurance
- Construction, Mining & Agriculture
- Airlines
- Media, Telco, Tech & Software
- Healthcare
- Government
- Professional Services

Ownership structures: listed, private equity, public sector, state-owned enterprises, family office

Capabilities

Education

What I do: Workshops and presentations in plain language for boards and executive teams on GenAI opportunities, myths and practicalities

Relevant experience Presentations on GenAI to 30+ CEOs + their Boards + ExCos *Compelling presenter*: TED speaker *Expert*: Patent in GenAI, code for fun

Strategy

What I do: Help senior teams decide what GenAI and conventional AI use cases to go after and whether to build or buy (or wait)

Relevant experience Recent GenAI/AI strategies developed (since 2023) for companies of all sizes: 4 @ \$10b+ revenue | 2 @ \$500m+ | 2 @ <\$500m

Planning

What I do: Work with GenAI/AI project teams to develop realistic designs, timelines and de-risk

Relevant experience *Hands-on delivery*: at well-funded GenAI startup Goodwork.ai - Director of Research, 2 days/week *Experience running analytics projects* from oversight of hundreds at BCG *Project post-mortems with technical delivery teams* | interview other geeks about what worked and what was slow - on four continents

Acceleration

What I do: Troubleshooting and unblocking when developments are not going as fast as hoped

Relevant experience *Experienced in change management in analytics programs* - was core to my BCG analytics offers *Bring others' and own experience* From post-mortems with technical delivery teams and my own use of the tools for personal projects

Biography

Currently **Goodwork.ai - Director of Research** - Since December 2024, 2 days / week, Sydney

GenAI on rails for retail analytics: Goodwork.ai uses GenAI and conventional tools to answer retailers' analytics questions in seconds rather than days, without making mistakes.

Unusually well-established: funded by Square Peg but also with corporate paying customers after ~18 months

Founded BCG advanced analytics team in Asia Pacific Partner & Director, BCG X, Sydney until November 2024

- Founded BCG Gamma (became BCG X) in Asia Pacific in 2012, grew to 100+ client-facing staff, \$100m+ revenue
- Personally supported more than 300 analytics projects
- 4 patents: 3 on business applications of 'conventional' AI, 1 on a new type of GenAI model (for retail analytics)

Prior experience

- Consultant and various ranks to Partner at BCG ('vanilla' business consulting), Sydney and London
- Global Head of Sales & Marketing for a listed Australian Biotech (Melbourne) and a British Laser company (Oxford)

Education

- MBA, Melbourne Business School, Dux (top of class)
- PhD, Laser Physics, Oxford University | Bachelors 1st Class, Physics, Cambridge University