

Michael Williams

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OVERVIEW

These portfolio samples illustrate:

- 1) **Translate Technical Features to Business Advantages:** I focus on the business outcomes and advantages that arise from best practice usage of the product features and functions. I provide hands-on examples such as AI applications, workflows, and agents to illustrate the core concepts. This focus transforms detailed technical info (technobabble) to business narratives that are consumable by both business and technology executives.
- 2) **Leverage understanding of the Ideal Customer Profile (ICP) to engage and persuade:** I first understand the ICP then create hooks such as “Your AI is Lying to You” to drive engagement even in crowded markets. From there, I persuade skeptical audiences to invite the company to POCs, RFIs, and RFPs.
- 3) **Focus on driving revenue through development of complete Buyers Journey content sets:** The sales cycle includes Awareness, Consideration, and Decision phases. A weakness in any phase compromises the entire sales cycle. That’s why a complete Buyers Journey content set is needed. I have innovated across all three phases:
 - **Awareness:** I innovated a Top 5 flyer and social media approach that drives awareness gains consistently.
 - **Consideration:** I create White Papers, videos, and more that provide technical depth and prove why the product is the optimal approach, even with current limitations.
 - **Decision:** I craft comprehensive TCO models, differentiated use cases / success stories, analyst recommendations, and other business case materials that close more deals.

PORTFOLIO EXAMPLES

AI Thought Leadership: Articulate AI thought leadership across multiple themes.

- **AI Industry with Contrarian Focus**

- Contrarian View - AI will impact productivity and enterprise software revenues before people: <https://revgrow.pro/blog/ai-impacts-before-people>
- Your AI is Lying to You (And You Don't Even Know It): https://www.linkedin.com/posts/williamsma_analystmode-artificialintelligence-responsibleai-activity-7412210289015881728-6JFI
- Taking a contrarian stance on AI based on the latest innovations from Samsung and Phison Electronics USA: https://www.linkedin.com/posts/williamsma_taking-a-contrarian-stance-on-ai-based-on-activity-7386049849093255168-XaVM
- Top 5 AI Predictions for 2026 (from analysts with my perspective): https://www.linkedin.com/posts/williamsma_ai-aitrust-productmarketing-activity-7408921992436822016-QZEs

- **How-to Leverage AI in Marketing**

- AI application for interviewing Ideal Customer Profile candidates and validating industry, company, and product: <https://github.com/michaelrobotai/Validate>
- AI Company Research Agent using Cursor, Python, and more. Available from GitHub: <https://github.com/michaelrobotai>
- White Paper - From Search Engine to Answer Engine - A Practitioner’s Guide to GEO & AEO: <https://revgrow.pro/wp-content/uploads/2026/04/WhitePaper-AEO-GEO-2026-April.pdf> and enclosed.
- Why Buyers Will Demand Multi-Layered Guardrails for AI in 2026 (responses needed from marketing): https://www.linkedin.com/posts/williamsma_aitrust-productmarketing-aistartups-activity-7389106461899087872-9T_b
- AI LLM Prompt to Switch Roles Conveniently: https://www.linkedin.com/posts/williamsma_ai-aisecurity-activity-7384582576054681600-RtZv?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAACjv0BdCfUG2LxHIdAMTUuEJfBTY0ZO_k
- Top 5 ways to leverage AI in marketing: https://www.linkedin.com/posts/williamsma_cybersecurity-ai-aio-activity-7365835843162288129-NFbr

- **Gaps in AI Approaches**

- Claude Skills file that prevents unauthorized system commands, stops unauthorized communications, and provides basic security: https://www.linkedin.com/posts/williamsma_artificialintelligence-responsibleai-llm-share-7456429554711154688-WQ-y
- I Used AI for a Competitive Evaluation. It Failed — For Known Reasons — 3 parts:
 - Failure Cause is Known (1 of 3): https://www.linkedin.com/posts/williamsma_artificialintelligence-responsibleai-llm-activity-7416535853025431552-EAco
 - Checklist for Marketing (2 of 3): https://www.linkedin.com/posts/williamsma_artificialintelligence-responsibleai-llm-activity-7419433005636677632--5k-
 - Reference Architecture (3 of 3): https://www.linkedin.com/posts/williamsma_artificialintelligence-responsibleai-llm-activity-7427033908019613696-sD3D
- Bot Attacks on AI - A Market Gap — 3 parts:
 - A Market Gap (1 of 3): https://www.linkedin.com/posts/williamsma_ai-aisecurity-cybersecurity-activity-7391139533783908352-vBi5
 - Why Today's Tech is Lacking (2 of 3): https://www.linkedin.com/posts/williamsma_ai-aisecurity-activity-7393344950408691713-81dm
 - What's Needed (3 of 3): https://www.linkedin.com/posts/williamsma_bot-attacks-on-ai-whats-needed-post-activity-7406055997066317824-D6O

AI Tool Proficiency: Utilize AI tools to increase quality, efficiency, and visual appeal.

- **Create AI Agents: Drive efficiencies by automation of tasks such as company and vendor research.**

- Created Validate application / agent with Claude Code, Python, ChatPRD:
 - Validate application is targeted to investors, execs, and builders. It validates the industry, company, and product using AI and marketing research techniques. Outcome is either validation or an action plan.
 - To contribute to the community, made the input spreadsheets available on GitHub: <https://github.com/michaelrobotai/Validate>
- Created ICP Interview application with Replit (in progress):
 - Mobile application leverages the ICP profile and an interview script to efficiently capture responses
 - Project: <https://replit.com/@michaelrobotai/ICP-Interviewer>
- Created agent with Cursor, Claude Code, ChatPRD, Python:
 - Discussed process in LinkedIn post: https://www.linkedin.com/posts/williamsma_artificialintelligence-responsibleai-llm-share-7439352256304414720-N0Wa/
 - To contribute to the community, made the project available on GitHub: <https://github.com/michaelrobotai/agent-company-research>

- **Advanced AI Usage: Making AI more efficient and trustworthy.**

- Claude Guardrails Skills file:
 - Prevent unauthorized system commands (such as deleting files)
 - Stop unauthorized communications (such as emails initiated by the AI for its own objectives)
 - Provide basic security protections (such as prompt injection safeguards)
 - LinkedIn post: https://www.linkedin.com/posts/williamsma_artificialintelligence-responsibleai-llm-share-7456429554711154688-WQ-y
 - To contribute to community, made available on GitHub: <https://github.com/michaelrobotai/Guardrails-Claude>
- AI LLM Prompt to Switch Roles from Analyst to Financial Analyst (quantitative) to Marketing modes (based on ChatGPT): https://www.linkedin.com/posts/williamsma_ai-aisecurity-activity-7384582576054681600-RtZy
- Top 5 Ways to Leverage AI in marketing (applies to all GenAIs - ChatGPT, Claude, Gemini, etc.): Provides tips for safe usage to protect IP, handle complex competitive analysis runs, and how to optimize GenAI scoring of your products: https://www.linkedin.com/posts/williamsma_cybersecurity-ai-aio-activity-7365835843162288129-NFbr

- **Leveraging AI in Marketing: Provide hands-on guidance on how to effectively leverage AI in Marketing.**

- AI Video Creation: Discusses experience with creating an explainer video using AI: <https://www.linkedin.com/pulse/ai-got-me-90-way-capcut-rest-michael-a-williams-htowc/>
- Creating a theoretical product data sheet that matches the top industry leaders: Leverage a GenAI (Gemini) and an image creator (Bing) to create a data sheet in around an hour: <https://www.linkedin.com/pulse/leveraging-ai-collateral-michael-a-williams-cgrnc/>

- Comparing how to make product demo videos with AI versus legacy tools. This is an earlier blog but discusses a range of tools and products: <https://www.linkedin.com/pulse/leveraging-ai-product-marketing-michael-a-williams-mba/>

BUYERS JOURNEY CONTENT PORTFOLIO

Overall, my expertise is in creating impactful content to make products, services, and solutions successful even in competition with entrenched gorillas. Re this portfolio, Nokia had critical challenges that were impacting success: Low awareness / credibility for Nokia in cloud and security, being locked out of accounts, and a very long buying cycle. So, I addressed these three strategic needs with a multi-faceted plan (non-confidential summary enclosed):

- **Buyers Journey:** Guide a lead from contact through close, largely by thought leadership content. This approach built required thought leadership and credibility for Nokia in both the Open Source and Cloud communities and the highest growth in awareness across Nokia for my segment.
- **Sales Journey:** Empowers the sales team with tools both to shorten and to optimize the sales cycle. This approach drove inroads into 80% of previously locked accounts, sales cycle reduction of up to 12 months, and revenue gains of 30% YoY across multiple years, composed entirely of competitive wins from Cisco, VMware, and Juniper.
- **Demand Gen Journey:** Provides content for Demand Gen to leverage in nurture streams that step a lead through the buying process. Impact includes a 300% increase in terms of active projects (qualified leads), improved screening for a 20% improvement in project quality, 5% higher conversion rate than target, and #11 across all of Nokia for social media traffic.

Plan Overview

I created the approach (targeting CISO, CIO, and CFO personas) and wrote all content except for value-added OpenStack content that I outsourced to an industry influencer and an analyst brief for credibility. I also wrote the majority of the vertical (Financial Services) and general business collateral and web page content. Sample page: <https://networks.nokia.com/industries/financial-services>

Awareness / Education stage (loosen status quo / commit to change): Created awareness that there was an Open Source-friendly alternative to the major lock-in vendors

- Showing how Board-level Mandates were fulfilled by Nokia: Slide used in presentations and materials (available upon request)
- Top 5 reasons for an Enterprise Cloud with OpenStack flyer: Created an easily-tailored template to address trends and test messaging http://revgrow.pro/wp-content/uploads/2026/08/d-Nokia_Top_5_Reasons_for_OpenStack_Enterprise_Cloud_Flyer_Document_EN.pdf
- Nokia enterprise cloud video: Tells entire story in a business-friendly way <https://www.youtube.com/watch?v=v8TZ-f6G2Pk>

Consideration / Solution stage (establish credibility and get on short list): Showed that it was feasible to consider and relatively straightforward to adopt

- Value-added OpenStack materials: Provided vendor neutral tips to plan and implement OpenStack properly across 2 podcasts and a white paper (available upon request)
- Stairway to Cloud application note: Based on real-world customer implementations, provides an intuitive 9 step migration from legacy to hybrid cloud http://revgrow.pro/wp-content/uploads/2026/08/e-Nokia_Stairway_to_Cloud_Application_Note_EN.pdf
- Use cases: Differentiable, replicable solutions that were proven to win against competition. Example: DevOps for a Financial Cloud http://revgrow.pro/wp-content/uploads/2026/08/f-Nokia_DevOpsUseCase_FinancialCloud.pdf

Decision / Selection stage (justify the decision / prioritize above competing vendors and projects): Demonstrated that the use case made sense from multiple perspectives

- IDC Spotlight: Highlights value of Nokia cloud architecture for credibility (available upon request).
- Architecture and TCO blogs: Evangelized Nokia clouds based on OpenStack – I was #11 in driving social media traffic across all of Nokia that year
- TCO White Paper: Shows that hybrid cloud based on OpenStack is at least 25% LESS than legacy as validated by IDC and endorsed by the OpenStack Foundation http://revgrow.pro/wp-content/uploads/2026/08/g-Nokia_Moving_from_Legacy_to_Cloud_White_Paper.pdf

- TCO Press Release with analysis promotion: Pulls entire story together with an analysis promotion: <https://finance.yahoo.com/news/nokia-analysis-demonstrates-significant-financial-140202112.html>
- Case Study: Shows how a board-level mandate drove the requirement for cloud <http://revgrow.pro/wp-content/uploads/2026/02/g-Nokia-NN-Centuries-Young-Bank-CaseStudy.pdf>

MORE INFORMATION

- **LinkedIn** <https://www.linkedin.com/in/williamsma> Summarizes background, projects, and skills.
- **GitHub** <https://github.com/michaelrobotai> Multiple projects posted to benefit the community.
- **Website** <https://www.revgrow.pro/portfolio> Provides case studies and work samples.