



JWAL Software

Executive AI Coaching & Fractional CAIO Leadership

The AI coach who is also a real Chief AI Officer. Strategy in the boardroom at 9, code review at 10.

Jacob Knight, Founder & CEO

jake.k@jwal.ai

jwal.ai

linkedin.com/in/jacob-r-knight

THE GAP GROWING COMPANIES LIVE IN

The board is asking about AI. Tech debt is slowing delivery. Vendor decisions feel like guesses. And the founder is the de facto CTO on top of an actual job. A full-time CTO runs \$250K+; a real Chief AI Officer is nearly impossible to hire. JWAL closes that gap at both ends: coaching that makes you the most AI-fluent leader in the room, and an embedded senior operator who leads your team, owns the roadmap, and ships.

WHAT YOU GET

- **Executive AI coaching:** one-on-one, on your real work: fluency, a use-case shortlist, and the business case attached
- **AI strategy & roadmap:** where AI creates real leverage, mapped to business goals, then built, not just recommended
- **Engineering leadership:** roadmap ownership, sprint discipline, hiring, and accountability with your existing team
- **Architecture & vendor judgment:** build vs. buy, cloud, platform, and AI tooling decisions made by a hands-on architect
- **LLM & automation implementation:** from pilots to production, with your team trained along the way
- **Board & investor communication:** technology translated into business impact

EVERY ENGAGEMENT STARTS WITH COACHING

1. Executive AI Coaching · Contact me for pricing

The wedge. 1:1 coaching for five team members (leadership to accounting) on their real work; additional seats available. Everyone leaves with a working AI practice.

2. AI & Technology Readiness Audit · Contact me for pricing

Fixed fee, 2–3 weeks. Systems, vendor spend, and AI opportunities mapped into one board-ready roadmap, with a first-90-days plan.

3. Fractional CAIO / CTO · Contact me for pricing

Embedded leadership 1–2 days a week: roadmap, architecture, hiring, vendors, board. No long-term contract required.

HOW AN ENGAGEMENT WORKS

01

Discovery call

Your business, team, and goals.
Clarity on fit, no fluff.

02

Engagement design

Scope, cadence, and success metrics defined together.

03

Embedded leadership

Standups, roadmap, architecture, vendors. I join the team.

04

Measure & evolve

Regular retros. Outcomes tracked against goals.

Engagements are flexible: from a coaching engagement to ongoing monthly leadership. No long-term contracts required.

What I look for in a client is what I look for in any good coaching relationship: someone willing to try, ask the dumb question out loud, and put in the reps between sessions. If that's you, let's talk.

Start with a conversation.

jake.k@jwal.ai · jwal.ai · Layton, UT (remote-first)

RESULTS DELIVERED

\$2M+

annual cost reduction, national consumer-products company

~3%

saved per transaction via e-commerce re-platform

20 → 72

percentile site speed vs. peer e-commerce

100%

team satisfaction, 6 engineering teams, 2 years

ABOUT JACOB KNIGHT

- 15+ years building and leading software teams across SaaS, e-commerce, and enterprise.
- Contract CTO for OnScene, a vertical SaaS market leader.
- AI coach to enterprise teams adopting practical AI.
- Rescued a failed multi-year POS project carrying legal exposure.
- MBA, University of Utah · BS Physics, Utah State.

BUILT FOR

Companies of 10–200 people where technology is a competitive lever: accounting and marketing firms, SaaS, fintech, logistics, and founders spending too much time as the de facto CTO.

Enterprise-grade technical leadership.

Without the enterprise overhead.