

# You or your protégé masters AI coding for viable product ownership.

I provide personal, executive-level mentorship for founders and mid-market B2B software companies ready to take genuine ownership of their product, gain astonishing velocity, and truly delight users with intent-based design.



# Who Is This For?

Recognize yourself in any of these scenarios? I help leaders like you navigate the complexities of AI product development.

## External Dev Dependency

Your product lives at an outside dev shop, leaving you uncertain about ownership, change costs, and development speed.

## Legacy Software Debt

Your software was built by people who've moved on, and your team struggles to maintain a stack nobody fully understands.

## AI Development Gap

You have developers, but they're not using AI, or failing to achieve the velocity that others say is possible with it.

## Prototype to Production Challenge

You've built something real with no-code or "vibe-coding," but struggle to bridge the gap to a production-grade, viable solution.

## Internal Talent Development

You have internal talent you believe in, and prefer to develop them into true product ownership rather than relying on transient external vendors.

# The Engagement

A focused, high-touch relationship designed to build lasting internal capability — not another vendor dependency.

## Honest Capability Assessment

Where you are, what you want to build, and how realistic the path is — including any technical debt or constraints that shape what comes next.

## AI-Native Product Roadmap

A clear plan for what you'll build, what tools you'll use, and how your product moves toward the intent-driven experiences your customers now expect.

## Weekly Working Sessions

Dedicated time each week — structured, purposeful, and tied directly to your product reality and the person doing the work.

## Direct Access Between Sessions

Questions don't wait for the calendar. Real decisions get real input when it matters most.

## Community of Builders

Introductions, meetups, and workshops with current and past mentees — not just learning from one mentor, but from a growing network of people doing the same hard thing.

## Investment

\$4,000 per month, billed quarterly in advance. No obligation past the first quarter.

Limited to 3 to 5 engagements at a time — alongside my active work building AI-native software companies. Doing this well matters more than doing it often.

# The Reason

If your company is like most firms in your category, your business is — *for all practical purposes* — the software it offers. But ask yourself how much real control you have over it: the roadmap, the pace, the code itself.

Perhaps it lives at an outsourced development shop. Maybe it was built internally by people who've long since moved on, leaving a brittle stack. Perhaps you have existing devs who just need perspective and a sounding board in this new age. Or maybe you're a non-technical founder moving closer to product development with Lovable, Base44, or Replit. Regardless, **you're the one on the hook** when something breaks, when a customer wants something new, or when compliance questions arise.

## Mentorship for Internal Software Capabilities

Sometimes, the answer isn't another vendor, fractional CTO, certification, bootcamp, or training package. It's mentoring you or your protégé into real product ownership, using AI the right way to achieve autonomy and velocity.

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## A Real World Example

Stonewood Financial in Louisville: their former customer-support employee is now their **Director of Product Development & Software** — and they own their own product destiny.

"Clay is a natural teacher. He's able to convey highly technical knowledge in a way that's easy to understand for both the technical and non-technical alike. He connects big, transformative ideas to the day-to-day work we're engaging in..."

— *Becky Swansburg, CEO, Stonewood Financial*



# The Person

The mentor behind the engagement — not a consultant, not a vendor, but someone actively in the arena who has cut his teeth in real AI builds.

## Three Decades Building

Thirty years of building software companies, with multiple exits. The pattern recognition that only comes from doing it repeatedly.

## Active Technical Founder

Currently technical co-founder of two AI-native startups — **Soaring Titan** and **Maximum Automotive Intelligence**. This isn't theory.

"The biggest thing I've gotten from working with Clay is confidence backed by real capability. A year ago, I wouldn't have even attempted something like this. Now I've built a full system—integrations, AI workflows, data models—the whole thing. And I did it in a way that actually holds up."

— *Eddie Smith, VP | Product Dev. & Software, Stonewood Financial*

# Worth 30 Minute Discovery Meeting?

## What You Walk Away With

- An internal product owner who didn't exist before
- A roadmap built for AI-native customer expectations
- Documented systems your team actually understands
- Clarity on what to build and what to buy
- Capability that compounds — and stays when the engagement ends

 S. Clay Turner

Reach out directly. Three to five engagements at a time means the conversation is worth having sooner rather than later.

[Schedule Meeting](#)

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# Exploring AI Transformation

Every industry is being reshaped by AI. The question isn't whether to adapt — it's how to position your human talent in the new realities we face.

## Old Reality: Product Ownership

Your product lives at an outsourced shop or was built by people who've moved on, leading to a lack of internal control.

### AI Opportunity: Internal Leadership

Develop someone internal to take real ownership and lead what comes next, leveraging AI for deeper understanding and control.

## Old Reality: Static Interfaces

Your product has static forms, rigid workflows, and click-heavy dashboards that feel outdated.

### AI Opportunity: Intent-Driven UX

Customers now expect intent-driven, conversational interfaces everywhere they work — AI delivers this dynamic experience.

## Old Reality: Brittle Legacy Systems

Legacy systems are brittle, and the original developers are gone, making maintenance a challenge.

### AI Opportunity: Automated System Management

AI can migrate legacy code, fix bugs, and patch vulnerabilities, with your internal expert guiding the process.

## Old Reality: Prototype Walls

Exciting AI prototypes hit a wall when transitioning from "vibe coding" to viable, production-grade software.

### AI Opportunity: Architectural Perspective

Bridging this gap requires deep architectural perspective and mentorship, not just more tools or experiments.

## Old Reality: Missing Documentation

Years of missing documentation leave teams guessing and slow down development and onboarding.

### AI Opportunity: Instant Documentation

AI backfills documentation overnight for complex systems, regulatory requirements, and institutional knowledge.

## Old Reality: Siloed Knowledge

Company knowledge is scattered across various systems, trapped in silos that don't communicate.

### AI Opportunity: Unified Knowledge Access

AI connects to multiple data sources simultaneously, breaking down silos for comprehensive insight across all company knowledge.

## Old Reality: Complex Data Access

Customers navigate complex APIs and dashboards to get to their data, creating friction.

### AI Opportunity: Natural Language Interaction

Conversational AI agents let customers ask questions naturally, handling technical complexity behind the scenes.

## Old Reality: Search-Dependent Visibility

Customers find you primarily through search engines and traditional websites.

### AI Opportunity: AI-Driven Discovery

Customers increasingly ask AI for answers directly; your visibility depends on being a source AI trusts.

## Old Reality: Broad GTM Strategies

Go-to-market strategies rely on broad outreach and guesswork, lacking precision.

### AI Opportunity: Personalized Outreach

AI identifies ideal customers and personalizes outreach using data-driven ICPS, enabling effective scaling.

## Old Reality: Slow Content Creation

Content creation (proposals, presentations, training materials) is slow and manual.

### AI Opportunity: Rapid Content Generation

AI generates new content from existing company knowledge in minutes, not weeks, accelerating output.

## Old Reality: AI as a Side Project

AI feels like a side project or a buzzword, not integrated into core workflows.

### AI Opportunity: AI-First Culture

Foster an AI-first culture where every employee considers AI solutions, enhancing efficiency and work-life balance.