



PROPELLER

From Hype to Habit

How Tech Companies Are Scaling
AI Beyond the Experimental

AGENDA

9:30-9:35 - Welcome & Introductions

9:35-10:20 - Panel Discussion

10:20-10:30 - Wrap Up & Q&A



PROPELLER - FROM HYPE TO HABIT

Meet the Panel



Molly Lebowitz

MODERATOR
MANAGING DIRECTOR
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BAY AREA



Mark Fitzgerald

MANAGING DIRECTOR
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CONSULTANT
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PROPELLER - ROOT CAUSE ANALYSIS

Poor ROI is a **symptom** of the **real problem**: low organizational AI maturity

80%

of traditional AI projects fail, citing unclear problem as primary root cause

Their problem statements are unclear.

< 33%

of organizations have trained even a quarter of their staff on how to use AI

Their people aren't ready for AI.

48%

of execs say their company lacked enough data to operationalize AI initiatives.

Their data isn't ready for AI.

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Q&A



Your Org is Unique; So is Your Maturity Journey

A formalized & adaptable readiness assessment reveals critical readiness gaps that doom many AI initiatives with low ROI. **AI maturity is determined by your business strategy, data, people, and processes – not technology.** Companies that focus on how work gets done deliver 3x higher returns.

01

Business Strategy & Vision

- Does the org have a clearly stated overall strategy?
- Does leadership actively drive strategic execution and transformation efforts?

02

Data Availability, Quality & Integrity

- Is relevant, high-quality, and well-structured data available for tech and BI initiatives?
- Are data privacy, security, and governance policies in place to manage business risks?

03

Financial & Resource Readiness

- Is there a budget planning process in place for strategic initiatives?
- Are resources (human, tech, ops) allocated effectively to meet business goals?

04

People & Organization Readiness

- Does the org have the needed skills & training programs to drive innovation? Including AI?
- Is there a structured approach to transformation and change management? Specific to AI?

05

Governance & Risk Management

- Are governance frameworks in place for decision-making, accountability & compliance?
- Are data & tech risks actively identified & mitigated?

06

AI Op Model / Business Processes

- Does the organization have a dedicated AI leadership team or cross-functional AI group?
- Is / how is AI integrated into strategic planning and key decision-making processes?

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Poll Responses



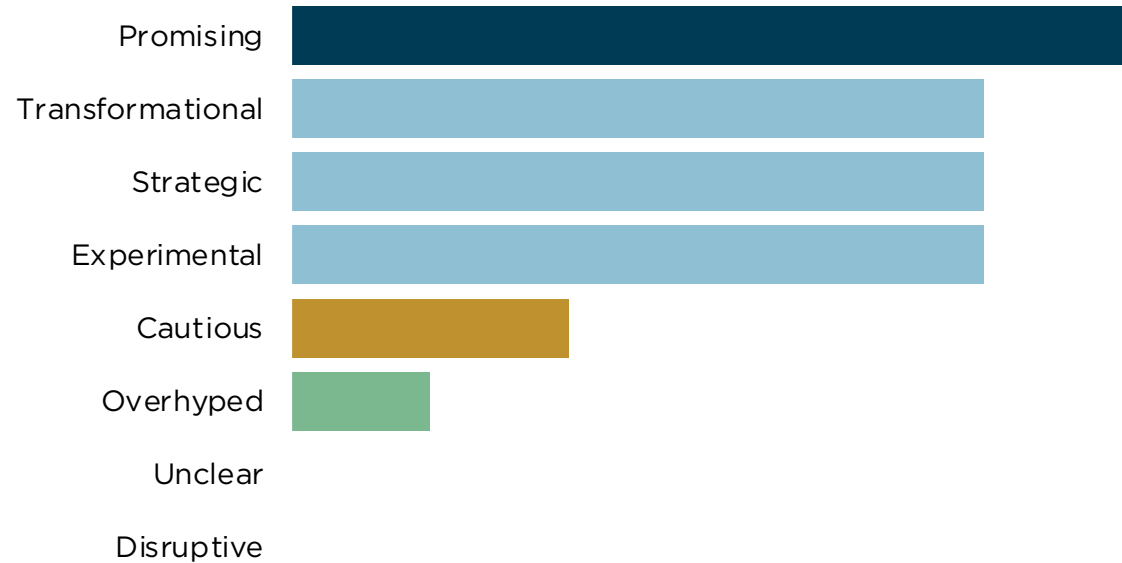
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1

What one word best describes how your organization feels about GenAI right now?

Top responses reflected momentum, strategic intent, and early-stage activity:

- **Promising** (most common response): Many organizations are optimistic about the potential of GenAI and are beginning to align efforts with business goals.
- **Strategic, Experimental, and Transformational** were close behind, reflecting active interest and a mix of maturity levels.
- Other responses included *Cautious* and *Overhyped*, signaling some skepticism and uncertainty.



Insight: The GenAI landscape is maturing, but most companies are still in early or exploratory phases, navigating how to translate promise into action.



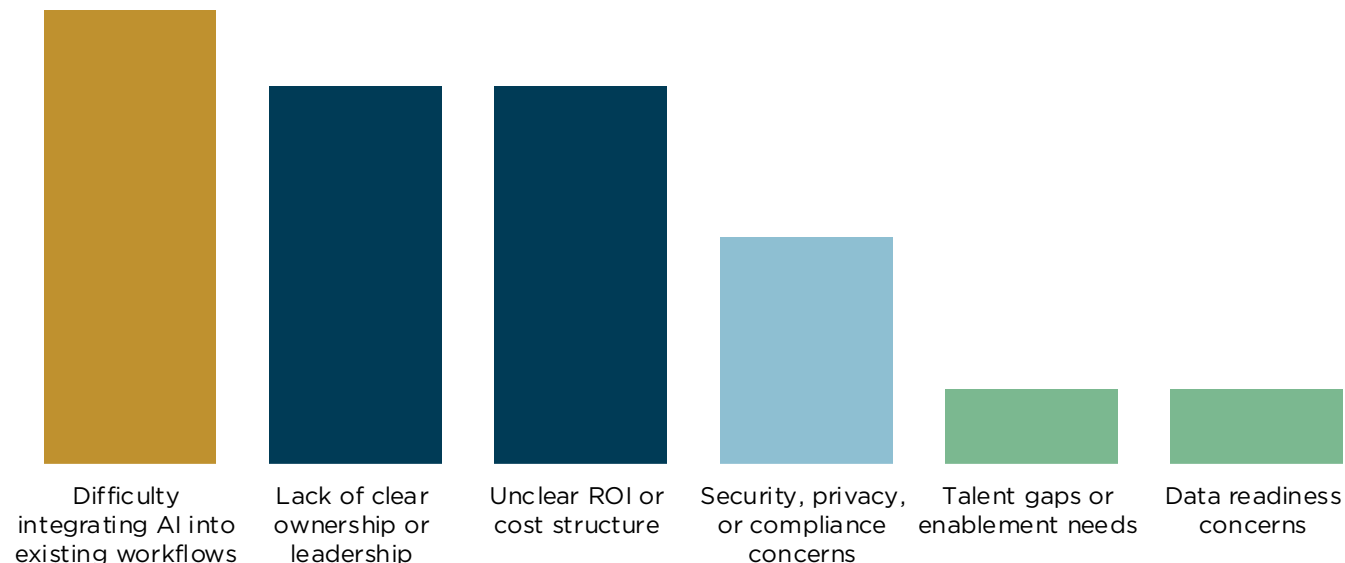
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What's the biggest challenge your organization faces in operationalizing AI?

Three obstacles stood out:

- **Difficulty integrating AI** into existing workflows
- **Unclear ROI** or cost structure
- **Lack of clear ownership** or leadership
- Other concerns included *security and compliance, data readiness, and talent enablement*, but far less frequently.



Insight: While infrastructure plays a role, the most significant barriers are organizational, centered on ownership, alignment, and providing business value.

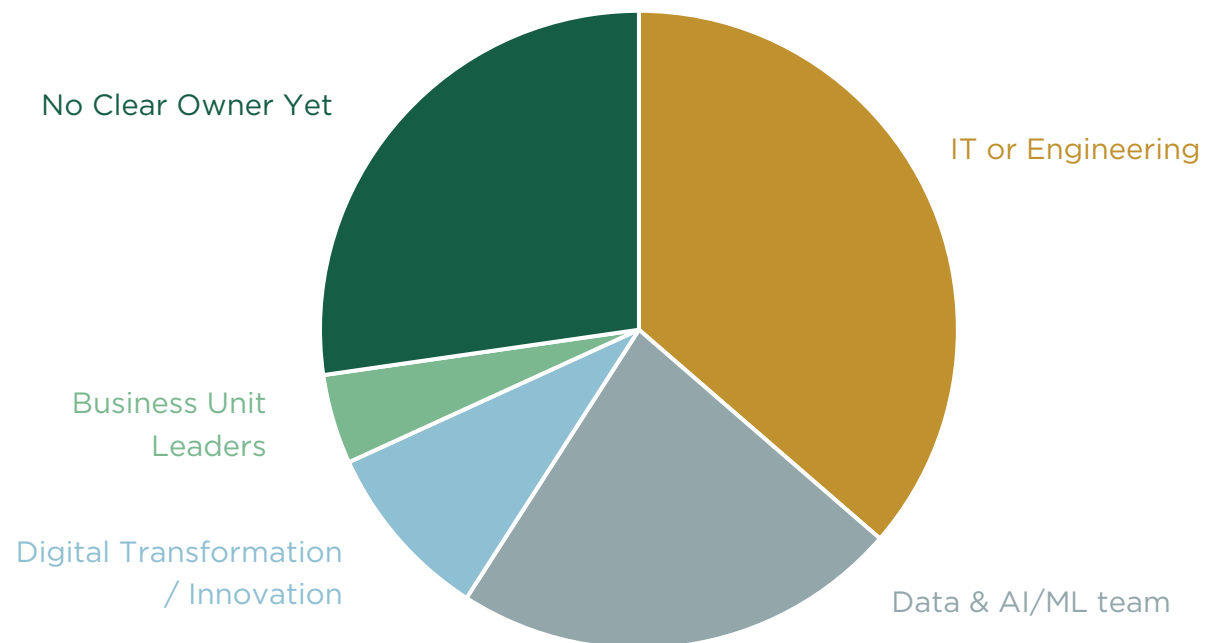
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Who owns GenAI in your organization today?

Responses varied, but a few themes emerged:

- **IT or Engineering** was the most common selection
- **No clear owner** yet came in a close second
- Others cited *Data/AI/ML teams*, *Digital Transformation*, and *Business Unit Leaders*



Insight: A lack of centralized ownership may be slowing momentum. Organizations that scale AI effectively designate clear executive leadership, such as a Center of Excellence, AI Council, or named sponsor with cross-functional reach.

FROM HYPE TO HABIT

About Propeller

Transformation Is Our Core

We help companies align strategy, technology, data, people, and operations to drive lasting change.

Deep Tech Industry Experience

We work with high-growth and enterprise tech companies to navigate scale, complexity, and innovation challenges.

Strategic, People-First AI Expertise

We guide AI adoption that's aligned to business goals, responsibly scaled, and built for long-term impact.



WBENC
Certified



Nationwide

Bay Area, Portland, Denver,
Dallas, and nationwide support



13

Years in Business



2,000+

Projects Delivered



75

Net Promoter Score
(44 industry benchmark)



Thank You

Further Questions?

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