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Megan Starkey leads every RBD. engagement personally. She led the first embedded AI/ML initiative at a Fortune 300 financial services firm, delivering \$11M in realized revenue; her earlier consulting career served General Mills, Target, IBM, UPS, and Chase. Author, *The Intelligence Organization* (2026); creator of the Starkey Model™ and the Intelligence Method™; Harvard Business School Executive Education; machine learning coursework, MIT.

RBD. develops AI capability **inside** your organization.

RBD. assesses AI readiness against benchmark data, prioritizes the use-case portfolio with weighted value-and-feasibility scoring, and designs the operating model and governance that take it into production. RBD. builds the agents and tools the roadmap calls for and trains the executives and staff who run them. Each engagement concludes with capability transfer: your organization operates and evolves the work independently.

Published research

The Intelligence Organization (2026) and the Intelligence Center research library

Benchmark database

Organizational AI and data maturity, measured against industry norms

Keynotes & workshops

Executive sessions, trainings, and workforce upskilling

01 · Advise

AI strategy & operating model

For organizations deciding where AI goes and how it is governed

- AI strategy and roadmap, prioritized with weighted value-and-feasibility scoring
- Operating model design: who owns AI work, how it is funded, governed, and measured
- Governance built for velocity: fast-lane approval tracks for low-risk use cases
- Readiness assessment and value measurement, benchmarked against a proprietary AI and data maturity database

Applied through the Intelligence Method™; seven operating swimlanes, phased waves, and the Starkey Model™ for prioritization.

02 · Mentor

Executive AI Enablement

For CEOs and leadership teams building AI capability first-hand

- #BUILD mentorship: executives build and operate working AI systems for their own organizations
- AI Fluency and workforce upskilling: programs, workshops, and curriculum for executive teams, boards, and staff
- Keynotes, roundtables, and leadership sessions, grounded in the Intelligence Method™

Executives work in professional-grade tools from the first session; each engagement ends with systems the executive owns and runs.

03 · Build

Custom AI & Software Development

For organizations that need the system itself

- Digital products and internal tools, from prototype to production
- Client-facing systems and automation, built around the organization's existing stack
- Delivered principal-led, with senior specialists engaged where the work requires

Delivered with documentation and capability transfer; the client operates the system independently.

Who RBD. works with

Executive leadership

CEOs, CIOs, CAIOs, CHROs, and boards setting AI direction

Commercial

Growing companies and enterprise functions, including regulated healthcare and financial services

Public sector & nonprofit

Agencies and mission organizations; RBD. bids as prime or subcontractor

Engagement teams are assembled per engagement from a curated network of senior, independent experts and established delivery partners.

Trusted by leaders at Target, IBM, Thrivent, UPS, General Mills & Selective Insurance • Anthropic Claude Partner Network • 100% Woman-Owned

Schedule a conversation.

Most engagements begin with [the Starkey Model™](#), an AI economic analysis that identifies the business value AI should enhance, prioritizes the use-case portfolio by projected return, and sequences work to demonstrate ROI early.

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