



From AI Strategy to Business Value

Achieving ROI through Leadership, Governance and Organisational Transformation

By Deborah Wall and David Fogarty

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Exclusive: WORLD

Provides senior leaders with a practitioner-led framework for turning AI investments into measurable business outcomes, combining three leadership disciplines across seven sequential steps from discovery to production and continuous optimization.

A practitioner's framework for the executive discipline of AI value realization, from predictive and generative AI through the agentic era. Drawing on thirty years of Fortune 100 financial services experience, the authors introduce a three-disciplines / seven-steps model that shows executives how to make AI programs succeed.

Key selling points

- Draws on thirty years of Fortune 100 financial-services AI transformation experience—not theoretical models, not vendor-driven, not consulting-firm orthodoxy
- Introduces the first executive AI book organized around a complete value-realization framework combining three leadership disciplines with seven sequential steps from discovery to production
- Presents a text written by a practitioner-academic hybrid whose work spans senior operating roles, doctoral research on AI adoption, and Fortune 100 patent portfolios—uniquely qualified to bridge the academic-commercial divide
- Addresses the most expensive problem in AI today: the 85% of AI projects that never reach production, with operational specificity executives can apply immediately to their own organizations.

About the Author(s) / Editor(s)

Dr. Deborah J. Wall is Chief Product Officer at an agentic AI fintech serving community banks and consumer-finance institutions, and a fractional Chief AI Officer through her independent advisory practice.

Dr. David Fogarty is a researcher and author on AI-assisted innovation, hybrid and remote work, and the operational disciplines of value realization, whose published work has informed digital transformation programs across regulated industries.

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