

MEDIA KIT · PODCASTS, INTERVIEWS, TALKS

# William Rousseau

AI that **delivers**. Not AI that promises.

William Rousseau helps businesses get clear on AI, and sells nothing until an audit has found a real need.



## SHORT BIO

William Rousseau is a co-founder of Nexum Intelligence and one of the three co-founders of ONO Cannabis. From Québec City, he built his career in telecom and insurance, creating departments and making their processes efficient. He now helps businesses get clear on AI, starting with an audit.

## SUBJECTS

### What more than 100 AI audits taught us

Audits run by Carly Meyers and by the auditors who use her method, in the United States, the United Kingdom and Canada. What a business can take from them.

### From a method to a platform

He sold audits using Carly Meyers's method, then built a platform around her approach. Today they build Consultant OS together.

### An audit before any work

Why he sells nothing until he has found a real need and a real return. What a business needs, and what is only a shiny object.

### When to say no to AI

The companies where AI would be noise, and the client who paid to automate nothing.

### From departments to AI

Telecom, insurance, ONO Cannabis, then AI.

## FACT SHEET

|           |                                                      |
|-----------|------------------------------------------------------|
| NAME      | William Rousseau                                     |
| ROLE      | Co-founder of Nexum Intelligence                     |
| CITY      | Québec City, Canada                                  |
| LANGUAGES | English, French                                      |
| SUBJECT   | AI in business, the kind whose result can be checked |

## SUGGESTED QUESTIONS

What is AI that promises?

What do you take from more than 100 AI audits run in three countries?

Where should a company start?

When should you say no to AI?

## TO BOOK ME

[williamrousseau.ai/en/talks](https://williamrousseau.ai/en/talks)

[linkedin.com/in/william-rousseau-a47770234](https://linkedin.com/in/william-rousseau-a47770234)

[youtube.com/@williamrousseau-ai](https://youtube.com/@williamrousseau-ai)

## INTRODUCTION TO READ ON AIR

My guest is from Québec City. He built his career in telecom and insurance, he is one of the three co-founders of ONO Cannabis, and he co-founded Nexum Intelligence. He helps businesses get clear on AI, always with an audit first. William Rousseau, welcome.