



Alliance Roundtable

“How CEOs Are Creating Their Digital Twins to Manage Teams”

Thursday, March 19, 2026, 2:00 pm – 4:00 pm PDT

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Event Overview

- **Featured CEO Speaker:** [Craig Hunter](#), [Covalent](#), Founder & CEO
- **Moderator:** [Matthew Swanson](#), [StaffAI](#), CEO; and [Silicon Valley Software Group](#), Managing Partner
- **Host:** [Paul Witkay](#), [Alliance of Chief Executives](#), Founder & CEO

Summary

This 18th Alliance AI Roundtable focused on practical applications of AI, specifically digital twins and agentic AI, in a CEO-led organization. The discussion centered on how non-technical leaders can deploy AI quickly, improve decision quality, and scale organizational leverage without heavy engineering investment.

***Craig Hunter**, in discussion with moderator **Matthew Swanson**, outlined a pragmatic, CEO-led approach to AI adoption, combining real-world implementation with broader market context. Matthew framed the conversation around the rapid emergence of agentic AI and its impact on how work gets done and how companies compete, while guiding the discussion toward practical application and organizational implications.*

Craig demonstrated how custom GPT-based personas (“digital twins”) can extend leadership capacity, improve decision quality, and scale expertise across both internal teams and customer interactions, without requiring deep technical capability.

***Key takeaway:** AI is not primarily a replacement tool. It is a force multiplier for clarity, consistency, and organizational leverage, and its competitive impact is already being priced into markets and operational expectations.*

Key Themes & Insights

1) AI as a Leadership Multiplier

- Digital twin (“CraigBot”) acts as a first line of contact for teams
- Can provide consistent, structured feedback
- Reduces bottlenecks in decision-making and communication

2) Personas > Generic AI

- Custom GPTs built around specific roles (CEO, strategist, technical expert) outperform generic use
- Different personas serve different purposes:
 - Strategy advisor → critiques and gaps
 - Digital twin → aligned, simplified communication

3) Immediate ROI Use Cases

- Internal feedback (presentations, plans)
- Strategic planning (annual operating plan creation)
- Customer-facing tools (AI quoting engine)
- Technical expert bots for specialized domains

4) AI Improves Thinking, Not Just Output

- Functions best as a “thought partner,” not a decision-maker
- Helps teams refine ideas before escalation
- Reduces cognitive load on leadership

5) Adoption is a Leadership Problem

- CEO hesitation → organizational hesitation
- Adoption accelerates when leaders:
 - Use tools visibly
 - Celebrate internal wins
 - Embed usage into expectations

6) Hiring & Org Implications

- Shift from headcount growth → productivity leverage
- New role introduced: AI Transformation Analyst
- Focus on adaptability over technical pedigree

Suggested Action Items for CEOs & Executive Teams

Immediate

- Build a CEO digital twin (custom GPT) using:
 - Board deck
 - Strategic priorities
 - Personal communication style
- Deploy internally as a first-pass advisor for teams

Near-Term

- Identify 2-3 high-friction workflows → prototype AI agents
- Create functional personas (strategy, HR, technical expert)
- Pilot AI-assisted decision prep (plans, presentations, goals)

Org & Talent

- Hire or designate an AI Transformation Analyst
- Identify internal “early adopters” and amplify them
- Begin tracking AI usage as a performance expectation

Customer-Facing

- Explore AI advisory or quoting tools tied to your core offering
 - Embed company-specific context (pricing, capacity, constraints)
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Conclusion

This 18th Alliance AI Roundtable discussion reinforced that AI adoption is less about technology and more about leadership behavior and operating model design. Organizations that move early are not necessarily more technical, but are more willing to experiment, iterate, and operationalize learning. This captures the core strategic shift: AI is not the decision-maker. It is a system that improves the quality, speed, and consistency of human decisions.