



Heidi is a consultant with the Florida SBDC at FGCU and an experienced technology, sales, and market expansion leader. Her background spans Fortune 10 companies, private equity environments, and her own business, where she led teams ranging from 8 to 2,500 people and focused on scaling sales, opening new markets, launching technology products, and solving growth challenges in complex organizations. She now helps businesses apply generative AI in practical ways to strengthen marketing, improve decision-making, and create clearer paths to growth.

I would also be happy to contribute a short resource handout for the Micro Business Resource Library, including the AI visibility review prompt and a practical checklist members can use after the session.

For attendees, I'd also like to include an optional pre-session exercise: they can run an AI-guided visibility review on their business before the meeting and bring the top three actions it identifies. I'll also offer a limited number of advance reviews for those who send their website information ahead of time. I have included the details of that exercise below. I will actually have them complete a consulting request, but it's free for them. I will run them because some of my tools are more advanced and it is good to show the difference in depth.