

LAFAYETTE CRAWFORD III

DIRECTOR AI TRANSFORMATION | AI STRATEGY & PRODUCT OWNERSHIP

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EXECUTIVE PROFILE

Business transformation executive and founder with 15+ years of experience in consulting, operations, insurance distribution, talent development, and growth strategy. Personally created AI-enabled tools and decision-support resources for Crawford Business Consulting (CBC) and CBC Capital Partners to position the firms as useful resources and proactively address anticipated client and prospect needs. Brings a creator and product-owner perspective to AI transformation, connecting business use cases, client experience, operating workflows, and disciplined execution.

CORE CAPABILITIES

AI Transformation Strategy | AI Use-Case Development | Product Ownership | Decision Support | Workflow Design | CRM & Automation | Process Improvement | Fractional COO Leadership | KPI Management | Change Enablement | Stakeholder Alignment | Training & Onboarding

PROFESSIONAL EXPERIENCE

CRAWFORD BUSINESS CONSULTING LLC | Founder, CEO & Principal Consultant **Snellville / Atlanta, GA | 2021-Present**

- Lead a strategic advisory firm serving small businesses and nonprofit organizations across operational leadership, organizational transformation, business planning, and growth execution.
- Personally conceived and created AI-enabled tools and decision-support resources for CBC and CBC Capital Partners, translating anticipated client and prospect questions into practical advisory resources.
- Serve as creator and product owner for the resource portfolio, shaping its purpose, business use cases, and connection to each firm's advisory positioning and client experience.
- Built a Fractional COO / Strategic Operations Accelerator model combining leadership alignment, 90-day planning, governance cadence, KPI tracking, owner accountability, and implementation oversight.
- Designed client-delivery workflows spanning discovery, proposals, contract readiness, kickoff, implementation, and follow-up; incorporated milestone tracking, action ownership, and leadership reporting through StreamCore-enabled workflows.

SELECTED AI AND WORKFLOW PROJECTS

- **Business Signal Brief:** Created an AI-enabled briefing resource to support business-signal interpretation and surface topics for client and prospect strategy conversations.
- **Valuation and debt finance:** Created decision-support resources around business valuation and financing questions to help frame assumptions, information needs, and advisory discussions.
- **Compliance:** Created AI-enabled resources to help organize compliance questions and topics for further review within the firms' advisory resource portfolio.
- **CRM and automation:** Designed structured client onboarding, follow-up, milestone tracking, and accountability workflows to connect advisory strategy with repeatable execution.

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LEADERSHIP EXPERIENCE CONTINUED

CRAWFORD BUSINESS CONSULTING LLC | Additional Leadership Contributions

- Formalized a 2026 internship program with role expectations, onboarding materials, supervisor routines, and repeatable operating standards to support delivery capacity and emerging talent.
- Advise leaders on forecasting assumptions, business model refinement, brand relaunches, marketing readiness, and organizational infrastructure; develop relationships through chambers, strategic partnerships, and educational content.

AAA - THE AUTO CLUB GROUP | Entrepreneurial Agent Recruiter Snellville, GA | 2020-2021

- Recruited entrepreneurial professionals to launch and grow multi-line insurance agencies across nine priority growth states.
- Partnered with expansion and field-support leadership on market development, candidate qualification, and pipeline execution.

FARMERS INSURANCE GROUP | Recruiting, Training, Distribution & Sales Leadership New Jersey / Virginia | 2013-2020

- Advanced through recruiting, senior recruiting, agency sales training, agency distribution, and talent acquisition roles supporting agency growth and market expansion.
- Used demographic and funnel data to guide recruiting and agency-development efforts; built partnerships with chambers, universities, military leadership, and business owners.
- Delivered training across products, systems, marketing strategy, and consultative sales; achieved 100% district completion of Career Agent Milestones and Smart Selling initiatives.
- Operated a LinkedIn recruiting pilot generating 143 qualified applicants, 20 interviews, six approved business candidates, and three reserve contracts.
- Created a University of Farmers-published training course and an employee peer-shadowing program; served as Military Ambassador, NJEA Coordinator, and Employee Advisory Council member.

EARLIER EXPERIENCE

Sales and Marketing Group Inc. | Territory Manager | 2011-2013

Fort Washington, PA; territory across NJ, DE & PA. Directed simultaneous marketing campaigns across approximately 120 properties and coordinated field schedules and stakeholder execution.

Independent Insurance / Financial Services | Insurance Agent / Contractor | 2009-2011

Marlton, NJ. Developed business and marketing plans, built referral relationships, and advised clients on insurance and financial protection strategies.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Rowan University | B.A., Law & Justice; Minor in Psychology | 2009

Camden County College | Criminal Justice Studies | 2003-2006

Disruptive Lean Six Sigma Certification | Career Learning / HR Web Advisors | 2022

HR Recruitment Metrics Certification | HR Web Advisors | 2021

Business Consultant | IAP Career College | 2021

COMMUNITY LEADERSHIP AND INDUSTRY BACKGROUND

National Small Business Association Leadership Council, appointed 2023. Board leadership and community service with Gwinnett County Community Development Corporation / Transitional Housing Solutions. Insurance producer background across Property, Casualty, Life, Accident & Health; prior registered-representative experience.