Sapient Advisors

INSIGHT & AI DELIVERED

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As Firms Enter 2026, Sapient Advisors Helps Financial Services, Insurance, and Real Estate Firms Turn AI Experiments into Enterprise Results

With 125 years of combined experience and $400 million in product revenue, Sapient's new AI Transformation Practice helps mid-market companies scale AI responsibly and deliver ROI.

New York, NY/Miam, FL, November 12, 2025 - Sapient Advisors, a data and AI strategy firm, today announced its repositioning to help mid-market financial services, insurance, and commercial real estate companies accelerate their AI-driven digital transformation from strategy through execution.

As firms enter 2026, many are under pressure to achieve tangible ROI from their AI investments. In 2025, organizations struggled with unclear use cases, fragmented data, stalled proof-of-concepts, and a shortage of technical expertise. With AI moving from experimentation to enterprise adoption, leaders now know that success requires building internal literacy, aligning data and technology, and scaling responsibly to deliver measurable results.

"AI is no longer a future vision. It is the new competitive advantage," said **Maribeth Martorana**, CEO of Sapient Advisors. "But too many firms are stuck between ambition and execution. We built Sapient to bridge that gap by combining strategic clarity with data, design, and technical delivery. Our mission is to make AI transformation achievable, responsible, and fast for regulated mid-market organizations."

Sapient Advisors brings together a senior team with over 125 years of combined experience building enterprise data and AI products that have generated more than $400 million in revenue. Its structured, sprint-based approach helps leadership teams move from exploration to execution with speed and confidence.

AI Strategy and Design

- **AI Strategy Blueprint Workshop:** Builds AI literacy, then guides use case generation and prioritization to define a roadmap that leads directly into a proof of concept or sprint.

- **AI Clarity Sprint:** Unites business, data, and technology teams to map a use case workflow, build an interactive prototype, and validate it with real users. The sprint delivers alignment, a working prototype, and clear MVP requirements.
- **Product Strategy & UX Design:** Applies agile and design thinking to turn AI and data strategy into real-world products with measurable business impact.

Data and Monetization

- **Data Strategy & Architecture:** Led by veterans who have built enterprise data and AI solutions, Sapient Advisors designs scalable, governed data foundations that make AI practical, compliant, and ready for growth.
- **Data Monetization & Commercialization:** Starts with internal revenue enablement to improve decision-making and efficiency, then extends to external monetization through new data products, services, and partnerships.

Sapient Advisors' **partner ecosystem** extends its capabilities with experts and technology providers across AI literacy, data privacy, governance, and responsible AI implementation. Partners range from established enterprise platforms to emerging innovators vetted for the compliance and security standards required in regulated markets.

"Building AI properly requires a village," said **Sandy McCarron**, COO of Sapient Advisors. "We have assembled that village, a multidisciplinary team and ecosystem that cover every aspect of responsible AI adoption. There are very few firms with this depth and breadth across financial services, insurance, and commercial real estate."

Sapient Advisors has already led AI readiness and design sprint engagements across financial services, insurance, and data-driven firms, helping leadership teams move from exploration to execution with measurable results.

"Our team and solutions are designed to help organizations at every stage of their digital transformation journey," Martorana added. "We can deliver an end-to-end solution or individual components based on each client's needs. We meet firms where they are, providing the clarity, capability, and expertise to move them forward with confidence."

With demand for responsible AI adoption growing rapidly across regulated industries, Sapient Advisors is guiding firms through the next phase of transformation, turning AI ambition into measurable enterprise value.

About Sapient Advisors
Sapient Advisors helps regulated industries turn AI ambition into real transformation. The firm guides mid-market financial services, insurance, and real estate companies from

strategy to execution, building the data, architecture, and products that make AI work in the real world. With over 125 years of combined experience and a track record of building products that have generated more than $400 million in revenue, Sapient Advisors delivers clarity, speed, and measurable results.

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