



# More **business impact** with **data & AI.**

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Join 3,000+ data leaders for weekly tips and educational offers on building impactful data teams  
in the AI-age 🤖

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# Hi - I'm Sebastian Hewing 🙋

**I help tomorrow's data leaders create outsized business impact by building AI-first data teams.**

I've spent 17 years building data teams and advising Founders, CEOs, and CTOs in fast-growing startups and large companies across all continents - except Antarctica 🧊

During this time, I met countless data leaders who are frustrated because their teams are treated like dashboard factories and query runners.

Likewise, I met many executives who complained to me about their data teams' inability to create business impact.

**This has to stop!**

We're living in the age of data & AI and it's time for data teams to take the next step.

This is a great opportunity for data teams but also a great threat.

We must learn from the mistakes of the past and stop talking too much about tools and tech and embrace a mindset of creating massive business impact with data & AI.

A small selection of companies I worked with



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## Four ways I can help **you**

### 1 The Data Action Mentor Newsletter 📧

Every week I share practical tips and frameworks on building impactful data teams in the AI-era.

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### 2 The Data Action Mentor Masterclass 🎓

A digital, self-paced masterclass for **experienced data professionals** who want to **escape the dashboard factory trap** and **work on high-leverage, impactful projects.** 📈

**Learn more**

### 3 The Data Action Mentor Knowledge Base 📖

Free content to help you on your journey to create outsized business impact with your data team and become a trusted and strategic partner of your stakeholders and your CEO.

[Learn more](#)

#### 4 The 10X Data Team Collective 🧑🏻‍💻

**We build 10X, AI-first data teams. Together.**

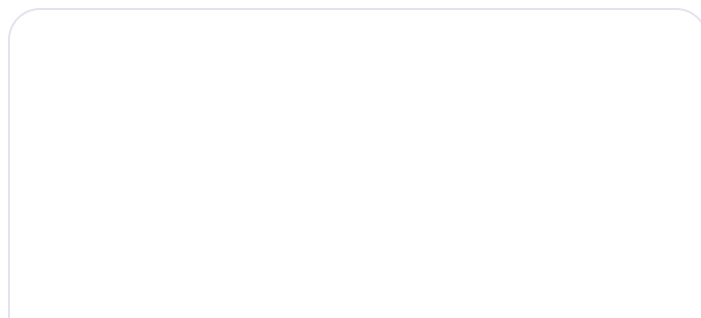
A curated community for ambitious data leaders who generate outsized business impact (and outsized career growth) by building the AI-powered 10X data team of the future. For the price of less than \$1 per day.

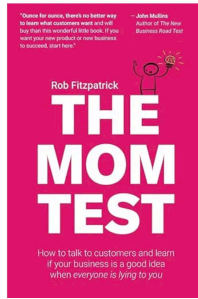
You'll get expert content, hype-free conversations, and curated 1:1 matchmaking with forward-thinking professionals in the data & AI space.

[Learn more](#)

## Data Action Mentor Knowledge base

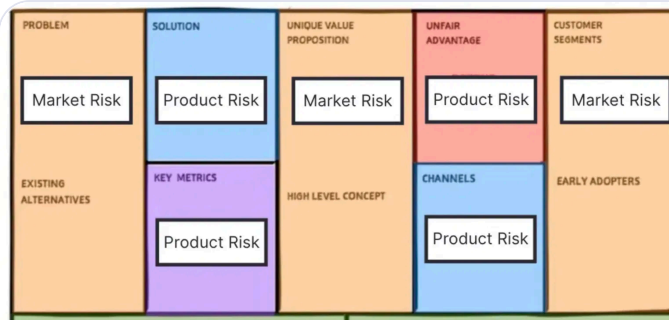
Examples of recent issues I share in the Data Action Mentor Newsletter.





## How to talk to your stakeholders

A short guide on how to talk to



## Building your data team like a startup

Introducing the data-team-adjusted Lean Canvas that you can use to craft your data strategy and build out your data initiative.

[Read More →](#)

## 17 years in data: my 8 biggest learnings

I have now spent about 17 years building and leading data teams.

During that time, I have supported almost 100 startups and scaleups to build their first data team and infrastructure.

I have also audited dozens of data teams and helped multiple large corporations create more business impact with their data teams.

During that time, I have made every possible mistake you can make.

Stepped in every possible trap that you can step in.

But every misstep taught me valuable lessons.

## My 8 biggest learnings from 17 years in data

A quick walk through my most powerful learnings from 17 years building and leading data teams

[Read more](#)

More **business impact.**  
Better **career.**  
Better **life.**

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