

Fiona Kate Morgan

Senior AI Product Advisor · Fractional head of AI for mid-market companies

I work with mid-market companies that want senior guidance on AI without hiring a full-time team. Most of my clients come to me because they've been told they need an AI strategy, they're not sure what that means, and they don't want to spend six figures finding out.

My background is ten years building AI products in places where mistakes have consequences: NatWest, the BBC, and a voice-first startup. At NatWest I led the team that restructured the architecture and built the technology foundations to support AI agents, working in partnership with IBM and OpenAI, and chaired the Cora AI Ethics Board. At the BBC I was part of the team that launched the BBC Assistant on Alexa.

The retainer

The primary engagement is a monthly retainer — essentially a fractional head of AI on call. Each month includes strategy sessions, an open line for ad-hoc questions (vendor pitches, use cases, governance issues), software and vendor vetting, and quarterly team training. Minimum engagement is three months.

Foundation retainer From GBP 2,400 per month

Standard retainer From GBP 4,200 per month

Standard differs from Foundation in cadence (twice-monthly sessions vs monthly), response time (same-day vs two working days), and depth (unlimited vendor reviews, monthly team training).

Smaller engagements

For companies who aren't yet ready for a retainer, three lower-commitment options exist:

- **AI Decision Review** — one-off, 60-minute call plus written memo on a specific decision (vendor pitch, use case, hire). From GBP 800.
- **AI Readiness Brief** — two-week engagement: stakeholder interviews, current-state map, prioritised opportunities, governance gaps, 90-day direction. From GBP 1,900.
- **Training workshops** — half-day sessions for leadership teams or specific departments. Topics include reading an AI vendor pitch, what teams need to know about ChatGPT at work, and AI governance frameworks for non-technical leaders. From GBP 1,400 per session.

Who I work with

Mid-market companies (typically 50–500 employees) in non-tech sectors — professional services, financial services, healthcare, insurance, recruitment, private education. Stable, doing well, with AI becoming relevant but not core. Currently working with clients in the UK and Australia.

Background

Maths degree; MSc in AI with distinction; qualified teacher (QTS, Mathematics). Awarded Alexa Champion by Amazon for work on the BBC Assistant. AI expert and co-host on *Raising Generation AI*, a podcast on bringing up children in the age of AI, hosted by ITV meteorologist Holly Green.

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