



Building a High-Quality AI Leadership Contact Database for Global Enterprise Outreach

How Span Global Services helped an enterprise client reach the specialized leaders driving **Artificial Intelligence strategy, governance, and digital transformation** across the US, Canada, and Europe.

A CASE STUDY BY SPAN GLOBAL SERVICES

24,000+

Verified Contacts

Enterprise AI
decision-makers
with business emails

6

Target Industries

Technology, Cloud,
FinTech, Healthcare,
and Digital Health

3

Target Regions

United States,
Canada, UK &
Europe



INDUSTRY

Technology & SaaS, Cloud Computing, FinTech, Healthcare & HealthTech, Digital Health, and large enterprises with active AI programs.

ABOUT THE CLIENT

A leading organization expanding its AI-focused business initiatives, seeking direct access to the decision-makers who own AI strategy, governance, and adoption inside large enterprises.

LEADERSHIP CONTEXT

Organizations with dedicated Responsible AI, AI Governance, Machine Learning, Data Science, and Digital Transformation functions were identified as strong indicators of active AI investment.

The Challenge

AI leadership is a moving target inside large enterprises. Responsibility for strategy, governance, and adoption is often split across newly formed and specialized teams, so generic contact lists could not surface the right individuals or reflect how fast these structures were changing. The client needed a database built on role-level precision, not volume.

Identifying Decision-Makers

Reaching Responsible AI Leaders, AI Governance heads, and CTO / CIO / CPO executives required role-level accuracy that standard databases could not supply.

Specialized Leadership Structures

AI initiatives sit across Responsible AI, Governance, Machine Learning, Data Science, and Digital Transformation teams, each requiring its own mapping logic.

Verification at Scale

Delivering 24,000+ contacts with working business emails required systematic validation, not a one-time list pull.

Bridging the Leadership Data Gap

"To reach the leaders actually responsible for AI strategy inside large enterprises, our client needed more than a contact list. They needed a precision-built database that reflected how AI leadership is really structured today."

-Span Global Services

DATA GAP	BEFORE THE ENGAGEMENT	AFTER THE ENGAGEMENT
Decision-Maker Identification	Generic technology titles, limited reach into specialized AI roles	✓ Responsible AI, Governance, CTO / CIO / CPO roles mapped
Company Targeting	No consistent way to isolate active AI-adopting enterprises	✓ 500+ employee AI-investing enterprises filtered and confirmed
Regional Coverage	Coverage concentrated in a single market	✓ United States, Canada, and UK & Europe represented
Email Deliverability	Unverified addresses with limited quality control	✓ Business emails verified for deliverability and accuracy
Campaign Readiness	Data required additional cleansing before use	✓ 24,000+ contacts delivered ready for outreach on day one

What We **Delivered**

Span Global Services built the database across four core delivery dimensions, each designed to close a specific gap in the client's ability to reach AI decision-makers.

Precision-Targeted Contact Dataset

24,000+ verified contacts built using multi-criteria selection: company size, industry, region, and active AI investment signals.

Specialized Role Mapping

Coverage across Responsible AI Leaders, AI Ethics Directors, Trust & Safety Managers, AI Governance and Risk Leaders, and core technology executives.

Company Intelligence Filtering

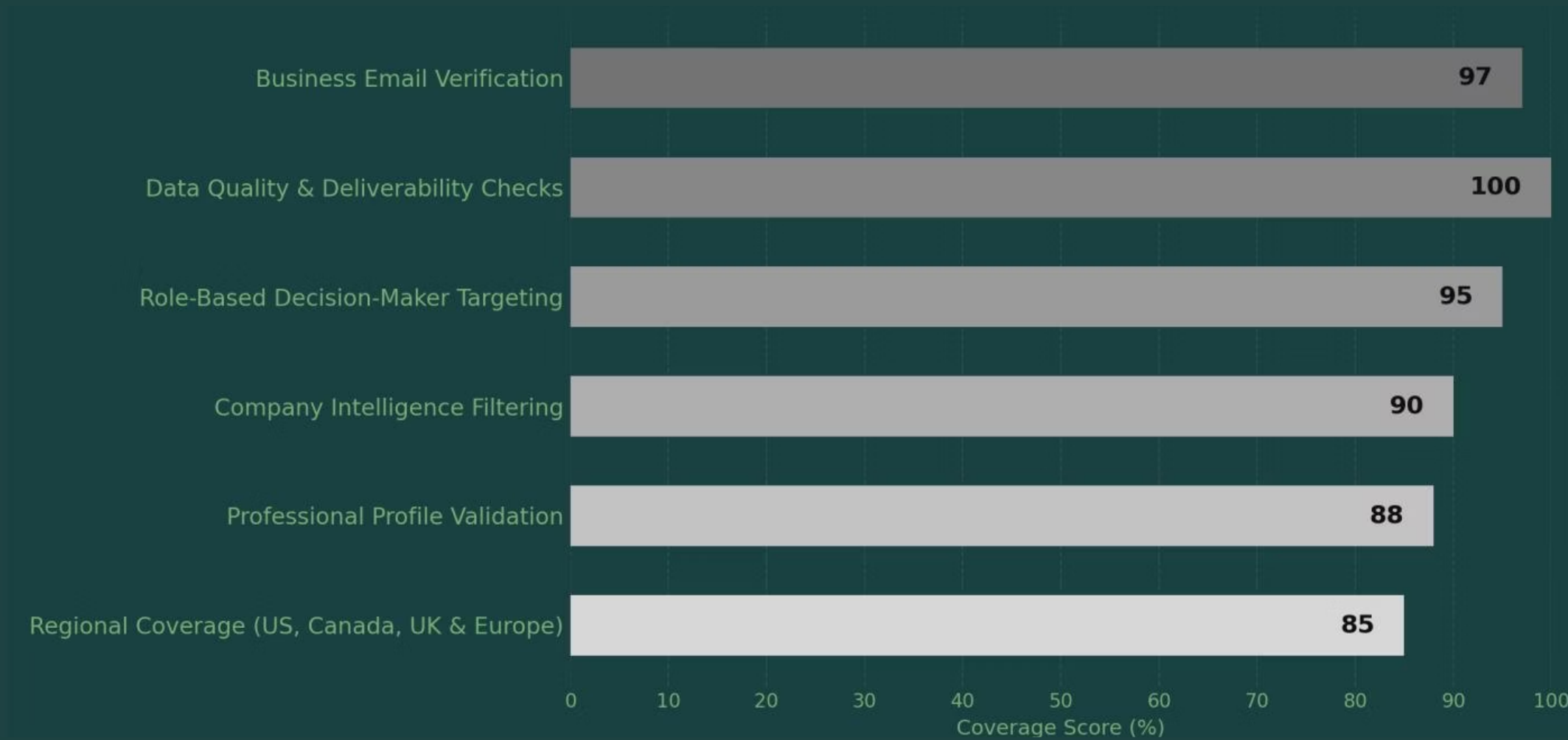
Enterprises with 500+ employees and active AI transformation programs identified across Technology, Cloud, FinTech, Healthcare, and Digital Health.

Verification & Data Quality Checks

Professional profile validation and business email verification applied across the full dataset to protect deliverability and accuracy.

Database Build Coverage

Span Global applied verified intelligence across every targeting dimension, enabling a campaign-ready dataset from day one.



Targeting Dimension	Coverage Score (%)
Business Email Verification	97
Data Quality & Deliverability Checks	100
Role-Based Decision-Maker Targeting	95
Company Intelligence Filtering	90
Professional Profile Validation	88
Regional Coverage (US, Canada, UK & Europe)	85

Results That Moved the Needle

24,000+

AI-Focused Enterprise Contacts

Direct Access to AI Decision-Makers

Role-specific mapping connected the client directly with the leaders responsible for AI strategy, governance, and adoption.

3

Regions Covered

Stronger Enterprise Outreach

Verified, campaign-ready contacts improved outreach efficiency and reduced time spent on data cleansing.

6

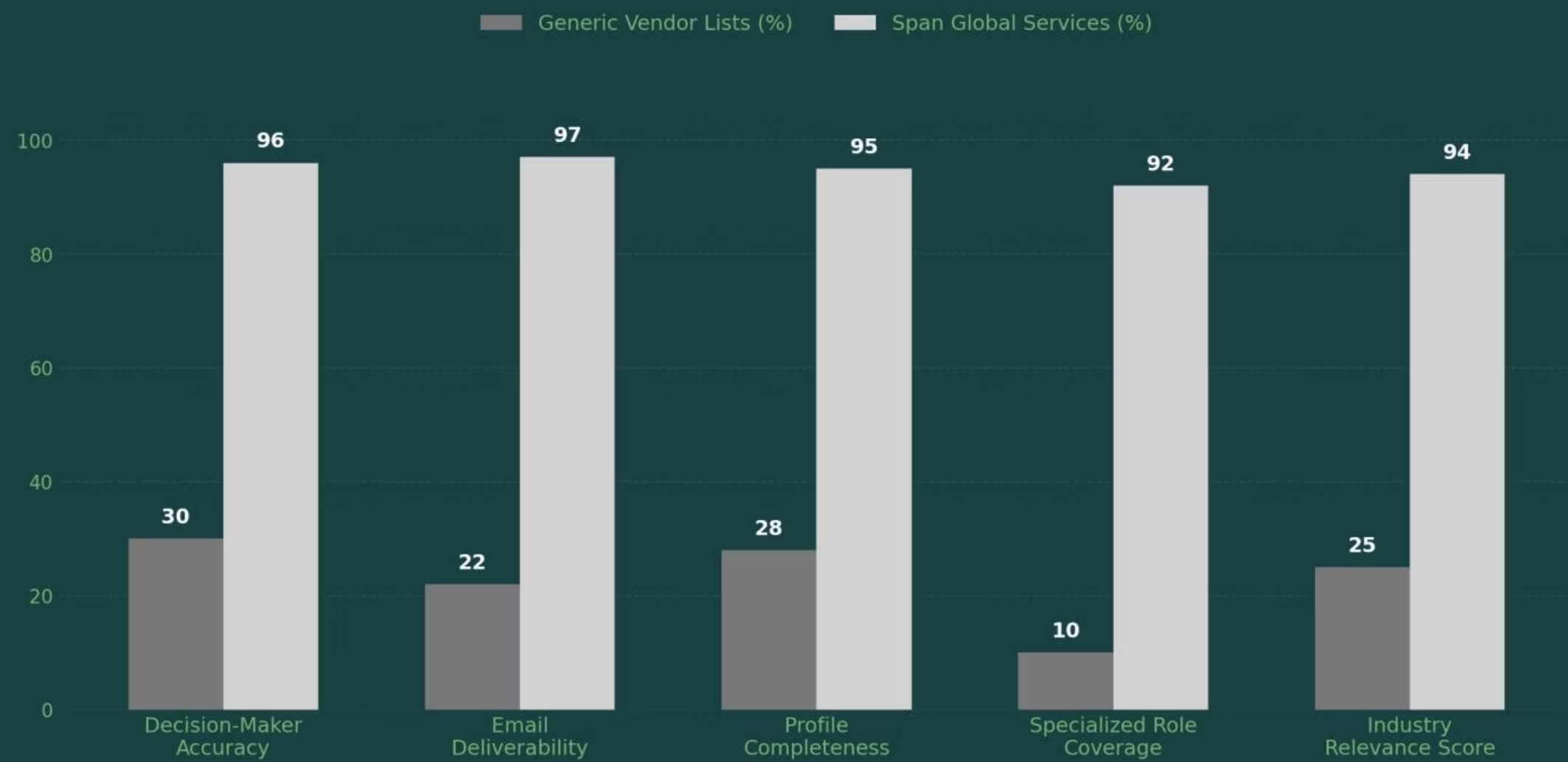
Verified Leadership Functions

A Repeatable Growth Model

Company intelligence filtering and role-based targeting combined into a model the client can scale into new AI-adopting segments.

Database Quality: Generic Lists **vs.** Span Global

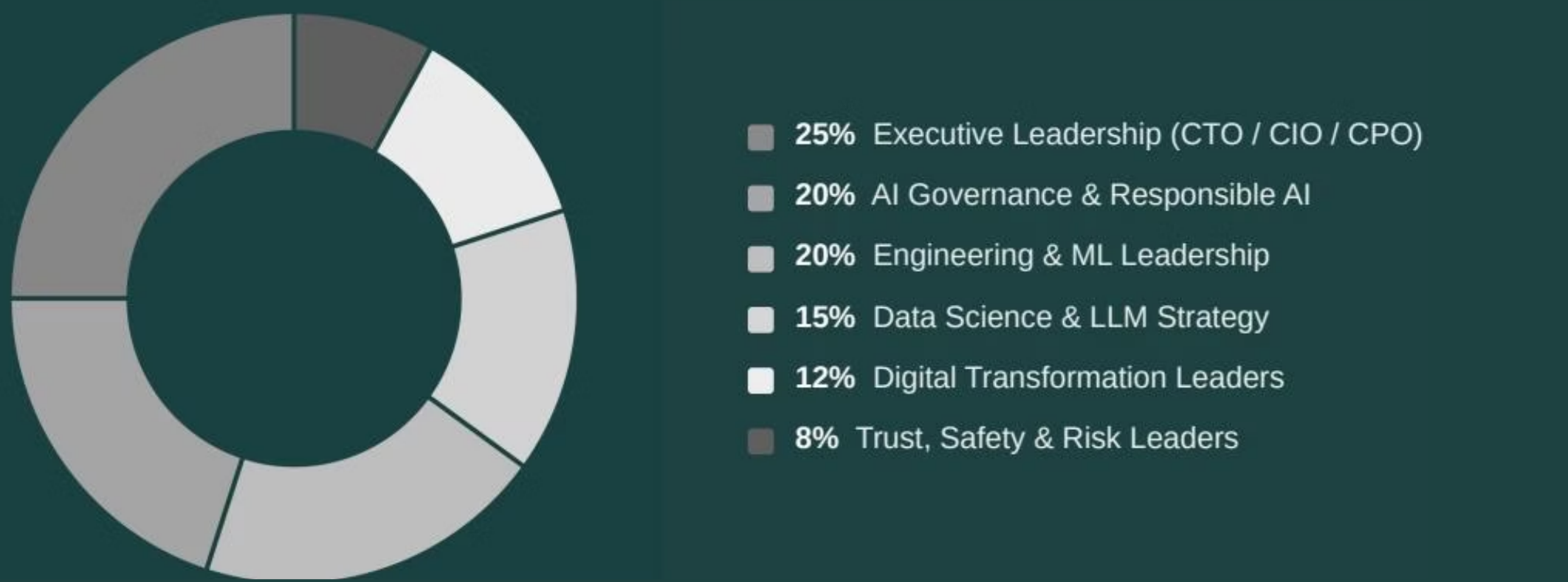
Illustrative benchmarks comparing generic vendor lists to the precision-built database Span Global delivered for this engagement.



Category	Generic Vendor Lists (%)	Span Global Services (%)
Decision-Maker Accuracy	30	96
Email Deliverability	22	97
Profile Completeness	28	95
Specialized Role Coverage	10	92
Industry Relevance Score	25	94

Contact Distribution by Leadership Category

An illustrative view of how the 24,000+ contact dataset spans the AI leadership functions targeted for this engagement.



Leadership Category	Percentage
Executive Leadership (CTO / CIO / CPO)	25%
AI Governance & Responsible AI	20%
Engineering & ML Leadership	20%
Data Science & LLM Strategy	15%
Digital Transformation Leaders	12%
Trust, Safety & Risk Leaders	8%

Key Takeaways

Specialized Roles Need Specialized Targeting

Responsible AI, Governance, and LLM Strategy leaders sit outside traditional technology titles. Reaching them requires role-level mapping, not generic firmographic filters.

Verification Protects Deliverability

Professional profile validation and business email verification turn a large dataset into one that campaigns can actually use from day one.

Company Intelligence Comes First

Filtering for enterprises actively investing in AI transformation, before role targeting even begins, keeps the database focused on genuine buying interest.

Precision Data Opens the AI Ecosystem

A structured, intelligence-led approach delivered 24,000+ verified contacts across six leadership functions and three regions, giving the client a direct line to the enterprises shaping AI adoption.

Ready to Connect with the Right **AI Decision-Makers?**

"Our data solutions help organizations identify and connect with the right decision-makers in highly specialized markets. If your company is looking to reach the leaders shaping AI strategy and adoption, let's talk."

- Span Global Services

AI & Technology Leadership Data

Responsible AI, Governance, Machine Learning, Data Science, and Digital Transformation leaders across major enterprise markets.

Enterprise Contact Lists

Verified business emails and role-specific profiles built for AI adoption, partnerships, and lead generation outreach.

[Talk to Our Team](#)

[Explore Our Data Solutions](#)

