

behmn[★] × glueiq

First the truth. Then the capability. Then a team that builds.

GlueIQ × behmn



How behmn turned self-taught talent into a leadership team that builds, capable of shipping a live AI platform of its own, in one quarter. · June 2026

GLUEIQ × BEHMN · THE PARTNERSHIP

A capable, award-winning agency and transformation consulting partner had already been building with AI. In one quarter, behmn made that capability compound, and ship.

GlueIQ is a 65-person independent creative agency and advisory partner, spanning brand, marketing modernization, and commerce, and it has been AI-forward in practice, not just positioning: a quarter of its workforce were already building real tools, video production pipelines, automated campaign resizing, internal micro-tool hubs, self-taught and already shipping, ahead of any formal program. **The talent was never the question.** What it had not yet produced was capability that compounds, a leadership team that builds, or a product of its own to take to market. behmn made the first two happen, and made GlueIQ a team capable of the third.

33

the full-time Miami team, of a 65-person agency

25%

of the workforce already building AI tools

30hrs

of role-based upskilling behmn delivered

Glue42

the product their team shipped

01

Unlock one — the people.

30 hours of role-based upskilling, custom capability dashboards, the strongest builders coached 1:1. The CEO went from the most fluent leader in the agency to **architecting production systems himself in an IDE.**

02

Unlock two — a team that builds.

On the **GlueOS** foundation it built alongside behmn, GlueIQ now runs **Glue42**, a live agentic product of its own, architected by behmn's co-founder and CTO, Matty Squarzoni. **Live in May.**

Assessment in February. Upskilling from April. Glue42 live in May.

Most firms do one of these. behmn did all three, in a quarter.

WHAT THE ASSESSMENT SURFACED

The people

behmn went two levels deep and put hard evidence around capability the agency had never measured at this depth: its people were further along than the numbers had ever shown, a quarter of the workforce already building, all self-taught. **The capability was real. It had simply never been structured to compound.**

Concentrated, not spread

The agency's AI firepower lived in a handful of self-taught builders. behmn mapped exactly who held it, then built the path to spread it across the agency.

Individually built, not yet shared

Some of the strongest work was built by individuals on their own initiative. behmn surfaced and structured capability the agency hadn't yet mapped.

Ready for a path

No structured route yet from AI mastery to advancement. The strongest users were ready to lead one.

The work

80hrs

Four people. One recurring manual workflow. Every week.

Exactly the kind of recurring, manual work GlueOS would later absorb.

One finding became an upskilling program.
The other became GlueOS.

— UNLOCK ONE · THE PEOPLE

W

We help others, but we
don't always help
ourselves.

— A SENIOR LEADER · GLUEIQ



INSIDE THE ENGAGEMENT

UNLOCK ONE · THE PEOPLE

A capable team, multiplied. In a quarter.

GluelQ's people were already self-taught builders. behmn gave that raw talent structure and velocity: 30 hours of role-based upskilling, a custom capability dashboard for everyone, the strongest builders coached one to one, and a train-the-trainer model so capability keeps compounding inside the agency.

CEO

Gaston Legorburu

BEFORE

Already the most AI-fluent leader in the agency, out in front.

AFTER BEHMN

Architects and builds production systems himself in an IDE with **Claude Code**, work he wasn't doing before behmn sat with him one to one.

FINANCE

The Financial Controller

BEFORE

A strong operator, in the function with the most to gain from AI next.

AFTER BEHMN

Connected **core financial systems** and is building a second brain for running finance and operations.

CREATIVE

A Creative Director

BEFORE

A strong creative leader and capable AI user.

AFTER BEHMN

Builds AI-driven creative workflows the whole team now works from, lifting the creative function with them.

IT · INFRASTRUCTURE

The IT Lead

BEFORE

Kept the agency running on solid infrastructure.

AFTER BEHMN

Every machine running models tailored to GluelQ, capability built into the toolset.

This was never a team starting from zero. Before behmn, people here had already built video production pipelines, automated 300+ campaign resizes, shipped an internal hub of agency micro-tools in an afternoon, and run a university machine-learning lab on the side. behmn's job was to turn that raw, self-driven talent into **structured capability that compounds, and a leadership team that builds**.

— THE ENGAGEMENT · DIAGNOSE → TWO UNLOCKS

Three phases. February to May.

01

FEBRUARY–MARCH · THE ASSESSMENT

Diagnose — the Reality Gap™ Assessment

An evidence-based look at how the agency actually used AI: **55 interviews**, two levels deep, every voice anonymized. Built on the GLUE framework: Grow, Leverage, Unite, Evolve.

Delivered: capability mapping, a CEO strategic briefing, the agency's hidden builders surfaced, and a rank-ordered roadmap of AI workflows to modernize.

02

FROM APRIL · UNLOCK ONE, THE PEOPLE

Upskill — structure for self-taught talent

30 hours of role-based AI training across the agency, each person with a custom capability dashboard, the strongest builders coached 1:1.

Delivered: a train-the-trainer model and masterclasses on Claude Code and context engineering.

03

LIVE IN MAY · UNLOCK TWO, THE BUILD

Build — a team that ships

GlueIQ stood up GlueOS, its proprietary intelligence layer, built alongside behmn, and on top of it Glue42, a live agentic product now running for brands like DirecTV and Gap. Lead architect: behmn's co-founder and CTO, Matty Squarzoni.

Delivered: a 90-day plan to stand up a cross-disciplinary Office of AI.

Most firms sell one of these: assess, train, or build. behmn did all three, and the quarter ended in a shipped platform.

AI GAME DAY (HACKATHON)

behmn ran an AI Game Day (hackathon) with GlueIQ.

Six teams participated, and every idea they produced became a real product or an augmented workflow.

UNLOCK TWO · THE PROOF

What a transformed team can ship. **Glue42.**

GlueIQ's own team built **Glue42**, a live agentic platform for marketing and commerce, on the **GlueOS** foundation it stood up alongside behmn. What behmn brought was the transformation that compounded the team's capability, and the co-founder and CTO who architected it with them, **Matty Squarzoni**.

The foundation · **GlueOS**

GlueIQ's proprietary intelligence layer, built alongside behmn, **a compounding moat built from the marketing domain up.**

The product · **Glue42**

Observes, reasons, acts, learns across 42+ sources. Moves brands from human-approved pilots to **full autopilot in ~6 months.**

THE PROOF

4.72×

blended ROAS,

\$2.84M

attributed revenue,

96.2%

confidence scoring.

RUNNING FOR

Gap · DirecTV · Discount Tire · Tire Rack · Playa Bowls · Monarch

The product is GlueIQ's.

The capability to build it is what behmn leaves behind.

— WHY IT WORKED

A serious client. A partner that ships.

LEVER

WHAT IT EARNED

A capability assessment, commissioned by leadership

A measured, two-levels-deep read of where the agency actually stood. Only strong players ask for it. **GlueIQ did.**

An assessment two levels deep

behmn surfaced capability and high-value opportunities the agency hadn't yet mapped, and the trust to act on them.

Structure and velocity, not just training

Self-taught talent turned into **structured, durable capability**, in a single quarter.

An architect on the build, not a vendor

behmn's co-founder and CTO is lead architect of **Glue42**, GlueIQ's live product, and behmn built the team that runs it.

Technology is a great differentiator, until it's a great equalizer. The window is now.

— A SENIOR LEADER · GLUEIQ

— WHAT'S NEXT

The Office of AI.

Operationalizing a cross-disciplinary function with champions embedded across leadership, creative, finance, and IT. A named, structural commitment to AI, and the next chapter behmn helps GlueIQ build.

A capable agency. A partner that ships. A business moving AI-first, in a quarter.

Assessment in February, a leadership team building by May, and behmn the partner across both unlocks.

The talent had existed for years. In one quarter, behmn made it compound, and ship.

— WHAT GLUEIQ NOW HAS

- 01** A leadership team that builds — a CEO architecting production systems in an IDE
- 02** Champions embedded in leadership, creative, finance, and IT
- 03** 30 hours of role-based upskilling and capability dashboards across the agency
- 04** Self-taught talent turned into structured, compounding capability
- 05** Glue42 — a live agentic product of its own, on the GlueOS foundation
- 06** A 90-day plan for a cross-disciplinary Office of AI

In one quarter, a capable agency became a company that leads with AI instead of waiting to be disrupted by it. Imagine a quarter like that for yours.

The window is now. Thirty minutes with Alex Schwartz is where it starts.

LEAD

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· behmn Reality Gap™ Assessment · GlueIQ · 2026