

JOHN MARSHALL

Owner, AI Growth Partners • Former President, Wilson Lumber Company

He spent his career running a lumber and building materials dealer. Now he shows dealers where AI actually makes money — and where it is just noise.



WHY HE WORKS FOR A DEALER AUDIENCE

He is one of them first. John was president of Wilson Lumber Company before he was an AI practitioner. In a room of owners, that credential does more work than any technology background. He is not an outsider explaining their business back to them.

He works from the industry's best data. GenAI adoption among Construction Supply 150 dealers went from under half to roughly two-thirds in a single year, according to Webb Analytics' 2026 Construction Supply 150. But the department-by-department breakdown shows that adoption clustered in communications and admin — not estimating, quoting, or margin. That gap, between AI use and AI value, is what John presents from the stage.

He does not sell from the podium. John signs no-promotion clauses without negotiation. His frameworks are taught as teaching tools, not lead magnets. Organizers get a session, not a sales call.

He builds toward a takeaway, not applause. Every session is built backward from what an owner can do Monday morning rather than what sounds impressive from a stage. Tell him what you want your attendees walking out with and he will build the session to deliver it.



LBM Strategies Conference — Nashville, TN, 2025 | [Watch the session](#)

SIGNATURE SESSIONS

1. Where LBM Dealers Are Actually Making Money With AI (And Where They Are Just Making Noise)

45–60 MINUTES | OWNERS, PRESIDENTS, GMS

The adoption data broken out department by department, and the gap between admin use and margin use. Includes one company walked through in full — executive leverage, commercial improvement, reduced friction, risk reduction — with the dollar value attached to each.

2. Better Decisions, Faster: AI as an Operating Discipline

45–60 MINUTES | EXECUTIVE TEAMS

Not content generation — decision speed and decision quality. How a leadership team runs a real decision through a structured method and reaches a defensible answer in an afternoon instead of a quarter.

3. Roundtable — What Is Actually Working With GenAI

45–60 MINUTES | FACILITATED PEER DISCUSSION

A working session, not a panel. Attendees bring the problems they are trying to solve and John facilitates against real applications already running at other dealers — what is working, what is not, and what it cost. Best paired with either session above.

CREDENTIALS

- Former president, Wilson Lumber Company — 500% revenue growth in seven years; named ProSales Dealer of the Year
- CEO of a specialty manufacturer, currently running a full AI deployment across the management team
- Contributor on AI and enterprise value — LBM Journal, BLD Magazine, the Webb Analytics newsletter, and BLD's Material Matters
- Publisher, The Decision Layer — a newsletter translating GenAI developments for mid-market operators
- Creator of the AIGP Prompt Framework — Context, Actor, Request, Guardrails, Output.
- Built and delivered the NAWLA Applied AI Training Series — five modules for supplier and distribution audiences
- Methodology integrates AI with EOS — speaks the operating language dealer owners already use

RECENT AND UPCOMING STAGES

- **ProDealer Industry Summit** — HBS Dealer, October 2026
- **LBM Strategies Conference** — Nashville, TN, 2025. AI adoption across the LBM channel; recapped by LBM Journal
- **BLD Connection** — Olathe, KS and Omaha, NE, December 2026. Booked
- **BMSA CFO Roundtable**— AI and Finance
- **NAWLA Applied AI Series** — Five-module series, developed and delivered
- **LBM Executive Council** — Speaker
- **LMC Annual** — Advanced AI marketing seminar



Facilitated roundtable — LBM owners and managers working real GenAI applications

WHAT LBM LEADERS SAY

I first met John when he was COO at Wilson Lumber and my magazine named it ProSales Dealer of the Year. It was immediately clear that this guy knew how to run a top-notch lumberyard and lead a team. Then and now, John searched constantly for ways to improve processes. His work in artificial intelligence combines with all his past experiences to make his recommendations especially valuable.

Craig Webb — President, Webb Analytics

I have known John Marshall for years, dating back to when he was President of Wilson Lumber in Alabama. His expertise and passion for AI go back several years, and he has fully embraced the rapid evolution of this technology — particularly as it applies to the LBM industry. John has personally helped me better understand how AI can improve efficiency and productivity in my consulting business. Whenever I have a question about using AI more effectively, John is my go-to resource. He is straightforward, honest, knowledgeable, and practical in his approach. I recommend him without hesitation to anyone looking to better understand and apply AI in the LBM space.

Mike McDole — LBM Industry Advisor and Sales Trainer

HOW HE WORKS WITH ORGANIZERS

Formats. 45-minute keynote, 60-minute breakout, facilitated roundtable, or panel moderation. Travels from Huntsville, Alabama.

Built to your brief. Tell him the audience, the room, and what you want attendees walking out with. He builds the session to deliver it rather than shipping a stock deck.

No selling from the podium. No-promotion and no-solicitation clauses signed without negotiation. Frameworks are taught as teaching tools, not lead magnets.

On your deadline. Slides, handouts, bio, and headshot delivered to your production schedule. Available for pre-conference promotion — webinar, podcast, or article for your membership.

BOOKING

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aigrowthpartners.net | Travels from Huntsville, Alabama