



SEBASTIAN CHEDAL

Technologist, Founder, & AI Workflow Strategist

Sebastian Chedal has spent over 25 years guiding companies through digital transformation, and today focuses specifically on AI-driven modernization.

As founder and CEO of Fountain City (est. 1998), he's led global projects for clients including Heineken, SonyEricsson, Intuit, OPI, and MITCO Tires, evolving the firm from traditional digital transformation to practical AI implementation.

He co-founded TestFox.ai, a platform for testing AI systems, and provides independent advisory services to executives building AI initiatives: helping leaders structure projects to join the 20% that succeed, not the 80% that fail.

A polymath with a builder's mindset, Sebastian bridges visionary technology and operational reality. Known for his approachable educator's style, he combines warmth, humor, and technical rigor to demystify AI through keynotes, workshops, and live demonstrations: empowering mid-sized to large enterprise companies to make AI practical, reliable, and profitable.

LET'S CONNECT!

 fountaincity.tech

 testfox.ai

 [/in/sebastianchedal/](https://in/sebastianchedal/)

SPEAKING EXPERIENCE

[AI and your Agency by the Bureau](#) |
Building AI Agents and Automations

[Level Up Series AI Summit](#) | AI
Workflow Revolution: Practical
Automations to Transform Your
Business Operations

[Oregon AI Conference](#) | 20+ Ways To
Integrate Ai In Your Business

[NW Electronics Design &
Manufacturing Expo](#)

 **The Bureau**

 LEVEL UP



SPEAKING TOPICS:

Why Most AI Projects Fail (and How to Be the 20% That Succeed) – Most AI projects fail not because of the technology, but because of missing strategy, process, and validation. Sebastian reveals a practical roadmap to turn experiments into ROI-driven success stories.

Validate Before You Automate: Why Trust Is AI's Missing Link – Before scaling AI, you have to prove it works. Learn how test-driven validation prevents costly failures, builds trust, and ensures your AI systems are accurate, compliant, and ready for the real world.