

Laurence Banville Launches AI Consulting Practice for Businesses

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Laurence Banville, an attorney and entrepreneur who has built and sold companies in marketing and home services, has launched an AI consulting practice for businesses. The practice works with owners to identify where artificial intelligence produces a measurable return and to put those uses into operation securely.

The service is built on an operator's test rather than a technology demonstration: whether a given use of AI creates value inside a company's actual profit and loss statement. Engagements follow four stages. Banville maps a company's workflows to find where AI creates leverage and where it would be a distraction, ranks the opportunities by expected return and effort, selects the tools and models and rolls them out with the team, and measures the outcome before expanding to the next area.

"Most businesses have heard a great deal about AI and very few have deployed it inside an operation that has to make payroll," said Banville. "The edge isn't using AI. It's knowing exactly where it pays, and where it doesn't."

According to Banville, the first returns for most companies tend to appear in four areas: marketing and content production, including visibility in AI-driven search; repetitive operational work that erodes margin; response times in customer and client service; and research and due diligence. He applies the same framework he uses in evaluating business acquisitions and sales, an approach he calls the Whole-Board Method, which weighs a decision across law, marketing, finance, operations, and technology at the same time.

Data security is part of each engagement. Banville's work in cybersecurity for the legal industry, which includes vulnerability assessment and defense against phishing and ransomware, informs which tools are selected and what company data those tools are permitted to access.

Banville co-founded AG Conexus, an internet marketing agency serving personal injury and mass tort law firms, and led it from 2010 to 2018. He later launched an HVAC company and sold it to a private capital buyer. He is Managing Partner of Banville Law, a New York personal injury firm, and is admitted to practice law in New York and the District of Columbia.

"Every business owner is being told to adopt AI, usually by someone selling a tool," Banville said. "The useful work is the diagnosis: finding the two or three places in a company where it pays back quickly, and leaving the rest alone until it does."

Banville was born in County Wexford, Ireland, and earned a degree in Business and Legal Studies from University College Dublin, graduating summa cum laude. He is also the founder of Banville Consulting and LPB Law Group. For more information, visit Laurence Banville or connect on LinkedIn.

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Laurence Banville is an Irish-born attorney and entrepreneur in Garnet Valley, Pennsylvania. He consults for businesses on marketing, AI adoption, and business sales, and is Managing Partner of Banville Law, a New York personal injury firm.

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