

LASSO

/ FOUNDER MEDIA 01

JOSH SIGEL

FOUNDER OF LASSO / OPERATOR + TECHNOLOGY LEADER

Las Vegas, Nevada · Interviews · Panels · Working sessions



BACKGROUND

Josh Sigel is the founder of Lasso, an AI implementation and operations firm based in Las Vegas. He brings more than 20 years of experience across technology, retail, distribution, and hospitality. His career includes consulting at Deloitte, technology leadership at Millbrook and UNFI, serving as CIO of Natural Markets Food Group, and serving on the founding team of Innit as chief operating officer.

WHAT JOSH BRINGS TO THE CONVERSATION

01

WHERE AI EARNS THE INVESTMENT

Full costs, measurable value, adoption, and the cost of mistakes.

02

WHAT PEOPLE SHOULD OWN

Judgment, approvals, exceptions, relationships, and accountability.

03

WHAT SURVIVES DAILY OPERATIONS

Real workflows, clear handoffs, practical controls, and sustained use.

THE OPERATING STANDARD

AI WITHOUT THE **BULL\$HIT**

Plain language. Clear economics. Useful work.

CONTACT + RESOURCES

josh@lassov.com

lassov.com/media

lassov.com/showcase

[LinkedIn /joshuasigel](https://www.linkedin.com/company/lasso/)

Career background: Emory Goizueta · Thoughtworks / Innit · Thoughtworks / Natural Markets Food Group

Lasso showcase examples use fictional data and preset rules; they do not represent client results.