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LEADERS IN AI
CINCINNATI BUSINESS COURIER
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¹ Sovine calls AI “a generalist’s dream.” ² At Edoc, Justin’s latest projects range from porting the flagship product to a new frontend, to rolling out an edge-routing layer. ³ He has quietly become the engineer others point to when they talk about what AI can actually do. ⁴ His article "Keep the Model out of the Control Loop" argues user input belongs in its own layer above the orchestrator. ⁵ Away from the keyboard he’s a seasoned backpacker and hosts microcinema indie film screenings.

483 of 500 characters 80 words 5 sentences, one job each
preview card cuts at 279, on a sentence end

hook + edoc projects + social proof + authorship + personal life

- **Hook**
SENTENCE 1

A stance on AI, in his own words, in nine words.

Why. It opens on the surname. “Sovine” is an odd word people don’t read past, and a man referred to by his last name sounds like someone people already talk about. The quote does the hooking. The first name waits for sentence two, where the concrete work begins.

For everyone. Leadership especially.
- **Edoc projects**
SENTENCE 2

Edoc, named fast, with two finished projects at opposite ends of the stack: the product’s front end and the network edge.

Why. The company comes up in the first words after the hook, as “Edoc,” the short name people actually use, so it lands before anything else. The projects make Edoc look good by showing real work shipped at both ends, not by claiming it. “Porting” and “edge-routing” tell a technical reader it is real; the sentence reads fine without them.

For everyone. Edoc first, technical readers second.



Social proof

SENTENCE 3

Standing among colleagues, framed around AI.

Why. A listing can’t assert excellence in its own voice, so the claim is routed through other people. “Actually do” speaks to readers tired of AI promises. The preview card ends here, so the card closes on its strongest line.

For everyone. Leadership.



Professional authorship

SENTENCE 4

He publishes, under a searchable title, with a specific technical position.

Why. The body can’t carry links, so a title is the link. This is the one sentence a technical reader can look up, and “orchestrator” marks the level. Executives skim past it without losing the thread.

For technical readers.



Personal life

SENTENCE 5

A person: one pursuit outdoors, one in the city. “Seasoned” says the expertise doesn’t stop at work.

Why. The format expects it and readers remember it. Two particular things beat a list of five. “Microcinema” is deliberate: most readers don’t know the word, so the listing ends on a small open question. Wait, what’s a microcinema? That curiosity is about him, and it carries past the last sentence.

For everyone.

LEFT OUT ON PURPOSE

No years-of-experience opener and no name-title-company opener.

No output counts, no product names, no vendor names, no internal tool names.

No brochure words: innovative, seamless, transformational, leverage.

Nothing a reader could not check: the article exists, the projects exist, the trail was walked.

LINKS AND ASSETS

PERSONAL SITE justinsovine.com

LINKEDIN linkedin.com/in/justinsovine



Portrait, as shot
3073 × 3995 px, full resolution



Square crop, for the listing
3073 × 3073 px, full resolution

Copy written by hand in Google Docs. Listing format: People on the Move, Standard tier, 500-character limit, first 279 shown on the card.