



S1E5

How AI Can Make Your Content Searchable, Shareable, and Useful

Season 1 Episode 5 Notes

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About Ben Ard



Ben Ard is the Co-founder and CEO of Masset, a platform designed to end "content chaos" by

helping B2B teams centralize and activate their digital assets. While Ben has helped scale companies all the way to an IPO, his approach with Masset is refreshingly human: he favors close customer relationships and sustainable, profitable growth over the "raise at all costs" mentality.

A prominent voice in the Utah tech scene, Ben serves on the Utah Business Editorial Advisory Board and hosts the Content Amplified Podcast. He is a firm believer that AI is an amplifier, not a replacer, a philosophy he has baked into Masset's AI agent, Mica (My Content Assistant). Ben's mission is to move AI from being merely reactive to "proactive"—helping teams identify outdated content before it becomes a liability.

Episode Synopsis

AI is supposed to make work easier. Faster answers. Smarter systems. Less time hunting for the right file. So why does finding the *right* version of a document still feel like digital archaeology?

In this episode of the Sweet Takes Podcast, Coby goes for a Fiiz run with Ben Ard, Co-founder and CEO of Masset. Together, they dig into the real problem most teams don't talk about: content chaos. Multiple versions. Outdated assets. Slack searches that depend on remembering the exact moment a file was shared.

Ben shares how Masset tackles that chaos by treating content like a living system—powered by customer feedback and amplified by AI. They explore Mica, Masset's AI content assistant, and why AI should make good work easier, not replace the people who know what "good" actually looks like.

The conversation also wanders into startup life: building profitably, staying close to customers, resisting shiny five-year goals, and why authenticity is the fastest path to finding your tribe. Plus, you'll learn Ben's very specific Fiiz order, and why "The Ben" might someday be on the menu.

This episode is for anyone trying to scale content, clean up knowledge, and use AI as an amplifier instead of a shortcut.

Show Notes

1. The "Silicon Slopes" Counter-Culture

Ben challenges the standard "growth at all costs" venture capital playbook. He discusses why Masset prioritizes profitability, lean headcounts, and "raving fan" customers over the traditional obsession with stacking headcount and chasing excessive capital.

2. AI as an Amplifier, Not a Replacer

Ben chimes in on the limitations of AI: it only takes you as far as your own expertise. Using a legal analogy, he explains why AI is a powerful tool for specialists who "know what good looks like," but a dangerous crutch for those without a foundational craft.

3. Killing the "Autobiographical" Filing System

Coby and Ben deconstruct the "unhygienic" nature of digital documentation in remote companies. They explore how AI can move organizations away from "filing by memory" (searching Slack for old conversations) toward a centralized, self-cleaning library of truth.

4. Moving from Reactive to Proactive AI

A look into the future of content automation and enablement. Ben explains the shift from prompting an AI to having a system that anticipates needs, such as automatically preparing follow-up materials and sharing links the moment a sales call ends, ensuring the right content is always in the right hands.

5. The "The Ben" Philosophy of Authenticity

Drawing from his favorite order at Fiiz, Ben explains why radical authenticity is a business superpower. By being unapologetically themselves, founders can "attract the right tribe and repel the wrong ones," speeding up the path to true product-market fit.

Key Takeaways

- **Clean libraries beat “smart” databases.** AI doesn’t know what’s outdated — it treats a 12-year-old PDF like truth. Your real advantage isn’t more data, it’s curated data.
- **AI doesn’t replace experts. It rewards them.** The better you are at your craft, the more useful AI becomes. Without expertise, automation just scales mediocrity.
- **Your best roadmap is your customers.** Features built from real user needs outperform features built for hypothetical future investors.
- **Authenticity is a growth strategy, not a vibe.** Being clear about who you are attracts the right customers faster — and saves you from selling to the wrong ones.
- **Personal brand isn’t polished. It’s personality.** Whether it’s “The Ben” soda order or your product philosophy, real humans build real trust.

Related Reading

- [We Stand Firm on Human-Led & AI-Assisted Content for SEO](#)
- [The Ultimate 6-Step Content Marketing Strategy Checklist](#)
- [Content Marketing Strategy Review: What Worked, What Didn’t?](#)
- [Why Taylor Swift Is a Marketing Genius \[+ What You Have to Learn From Her\]](#)
- [Quality Content: What It Is and 10 Ways to Create It](#)
- [Is the Helpful Content Update Really Helpful?](#)
- [How to Increase Revenue: 24 Strategies for Growth](#)