



DATA & AI LITERACY ACADEMY

MEDIA KIT

COMPANY OVERVIEW

WHAT DO WE DO?

Data & AI Literacy Academy empowers enterprise organisations to become data & AI literate through live, online education led by industry experts and self-guided learning via our OnDemand SaaS platform.

We drive change across organisations by bringing individuals and senior leaders on an engaging learning journey, bridging the gap between business and data teams to unlock the value of data & AI.

OUR SERVICES

- We provide learners with **CPD-accredited** Data & AI Literacy Certifications to support their careers and the future growth of their organisation.
- Our customers are taken on a **change management** journey to suit their data & AI evolution.
- Executive Strategy to get **senior leaders on board** and align stakeholders internally.
- We're **making it easier** than ever for people to access data & AI literacy education with **Self-Serve learning** via our SaaS platform.



COMPANY FAST FACTS

Founded by
Greg Freeman
in 2022



#23 in **Sifted 100**
Leaderboard
UK&I (2026) &
LinkedIn Top 20
Startups (2025)

We're scaling
rapidly, having
grown by nearly

677%

from 9 full time
employees to 70
in the past year (as
of April 2026)

All our education
content, both live and
self-serve is

built in-house
by our amazing
education and
tech teams

ABOUT DATA LITERACY ACADEMY



ABOUT Data & AI Literacy Academy

Data & AI Literacy Academy is a UK-based data & AI education company founded in 2022 by CEO Greg Freeman. We're on a mission to create a data and AI-literate world, but we don't just teach data & AI skills. We empower individuals and teams to think critically about how they can problem-solve with data, analyse business challenges and opportunities effectively, and make real-time, data-driven decisions confidently.

We do this by supporting our customers end-to-end. From the very first conversation in the boardroom to supporting communications and behavioural change right until the learner completes their certification. We understand that every business is unique and a one-size fits all approach doesn't work.

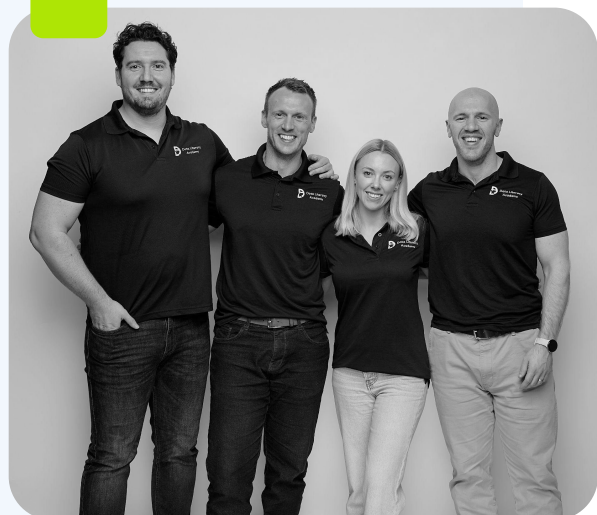
We offer a wide range of CPD-accredited data & AI education courses and have developed our own SaaS platform to deliver self-guided learning alongside our live learning certifications. We work with enterprise organisations and household names across the globe, such as Bentley Motors, Aer Lingus, ASOS and Coventry Building Society to name a few.

By strategically aligning our education to your corporate goals, we help your teams understand the "why" of data & AI literacy. Our blended learning approach, offering online live learning with industry experts and self-guided learning on our SaaS platform, bridges the gap between business and data teams, so they can all work towards aligned outcomes.

We are not just a training provider, we enable cultural transformation. We focus on winning the hearts and minds of your teams to help them understand the value of data & AI so they can use it effectively in their day-to-day roles, and ultimately, develop a data-driven culture that transforms organisations of today into organisations of the future.

Our methods are proven to drive real business impact and our hard work has not gone unnoticed. In 2024, we were named 'Start-Up of the Year' at the British Data Awards, our founder Greg was an EY Entrepreneur of the Year finalist in 2025 and in 2026 we made it onto the Sifted 100 Leaderboard which is based purely on revenue and growth metrics.

To find out more, visit www.dl-academy.com



OUR HISTORY

KEY MILESTONES SO FAR



Founded in 2022 by CEO, **Greg Freeman**

Our first customer was **Bentley Motors** in 2023 and we now work with over 50 enterprise businesses.

January 2023: Data & AI Literacy Academy raises over **\$500K pre-seed investment**

December 2024: **305% Year on Year Growth** achieved

23rd in the Sifted 100: UK & Ireland (2026)

OUR MISSION

At Data & AI Literacy Academy, we are on a mission to empower 10,000 businesses and 10 million employees to thrive in a data-driven world by 2030. By equipping people with the confidence, skills, and understanding to use data & AI effectively, we ensure they are prepared for the future of work and ready to embrace the opportunities of AI and analytics.

OUR VISION

With the pool of unused data growing, technology projects struggling to get adopted and AI being top of mind, the need for data & AI literacy has never been greater. We envision a world where data literacy is as fundamental as literacy itself. Data & AI literacy are universal skills that drive better decision-making, fuels innovation, and creates a sustainable, inclusive future for organisations and individuals alike.

OUR VALUES

1. **Ownership:** We take pride in our work and responsibility for driving progress, celebrating collaboration and individual initiative.
2. **Performance Mindset:** We approach challenges with resilience and adaptability, constantly striving to overachieve.
3. **Growth:** Learning is in our DNA. We embrace feedback, seek innovation, and champion continuous improvement.
4. **Impact:** Time is precious, so we focus on moving the needle—prioritising efforts that lead to meaningful outcomes and moving the company in the right direction.
5. **Transparency:** Proactive, honest and transparent communication underpins everything we do, fostering trust and alignment across our company.
6. **Empathy:** We are committed to being a force for good. We support and motivate each other, display gratitude to colleagues and customers, and create an inclusive, empowering space for all.

OUR SERVICES

Data & AI Literacy Certifications

We currently offer ten CPD-accredited certifications, which are delivered via live, online lessons with industry experts and designed to empower your team with data & AI at every level.

Speak with us to learn how you can **embed org-wide data & AI literacy today.**

[Book a Free Consultation](#)

CHANGE MANAGEMENT

We don't just provide training, we enable cultural transformation. Our change management approach focuses on winning the hearts and minds of your teams and helping them understand the value of data so they can use it effectively. Our courses can be tailored to suit your specific business needs and long-term goals.

EXECUTIVE STRATEGY

We transform your data culture by bringing your senior leaders and business teams together. By equipping your leadership team to champion a data-driven approach from the forefront, they can lead by example and secure buy-in for their data & AI initiatives.

SELF-SERVE LEARNING

We have recently launched our own SaaS platform, where individuals can complete self-guided data & AI literacy programmes. An assessment is completed prior to allocating individuals to the appropriate learning pathways that satisfy both personal needs as well as their organisations' wider goals.



MEET GREG, OUR FOUNDER & CEO

Download headshot



Greg Freeman

Founder & CEO of Data & AI
Literacy Academy

in

With a background crossing commercial and technology roles, Greg has seen the issues driven by a lack of data & AI literacy firsthand, and he's now on a mission to drive data & AI culture and adoption.

Since founding Data & AI Literacy Academy in 2022, Greg has helped enterprise organisations such as Bentley Motors, Barclays, BAE Systems and Apex roll out data & AI literacy and culture programmes at scale. He's an EY Entrepreneur of the Year Finalist of 2025.

“

“I speak personally as a business professional first: data & AI are valuable. But you have to be intentional about getting people to care. And that's why my **favourite thing is bringing communities of business and professionals together** to truly connect on data.”

Data & AI are valuable and Greg takes advantage of any opportunity to spread this message. Keynote speaking and panel appearances at leading industry events such as DataIQ Summit, CXO Data Summit and Big Data & AI World have given Greg a platform to share his expertise and mission of org-wide data & AI literacy across the data community.

He has also been featured on some of the most influential podcasts in the data space, including Orbition's Driven By Data and Emma Crabtree's Let's Talk Data, where he discussed the journey to delivering data & AI literacy programmes at an enterprise level and the importance of these transitions.



OUR CUSTOMERS



[Read Case Study](#)



[Read Case Study](#)



[Read Case Study](#)

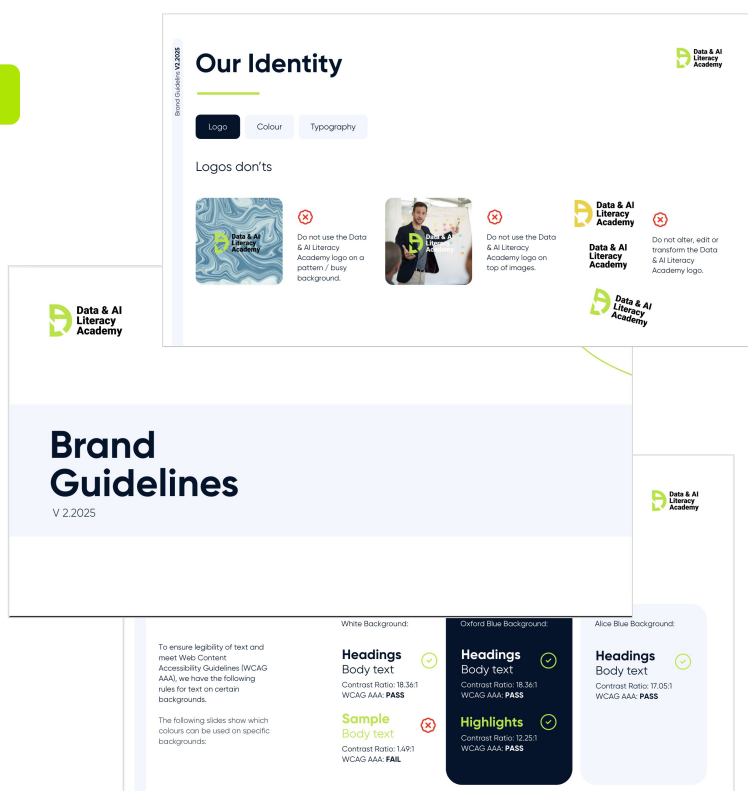


[Read Case Study](#)



BRAND GUIDELINES

At Data & AI Literacy Academy, our brand identity symbolises who we are, the products and services we offer, our vision, and the value we deliver.



The guidelines describe the characteristics of our brand in detail. We believe that our brand must be expressed consistently in order to build and retain recognition, trust, and good associations among our customers, partners, and stakeholders.

These standards safeguard our brand and are intended to assist our staff and partners in communicating Data & AI Literacy Academy's ideals in a clear and powerful voice.



[Click here to download](#) our full brand guidelines and brand assets

QUESTIONS & BRAND SUPPORT

If you have any queries about Data & AI Literacy Academy's brand, press, our brand guidelines, or need creative assistance, please contact us.

Please get in touch if you need clearance for the resources you are creating.

media@dl-academy.com