

PERSONAL INFO

Joe Sturdy

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SUMMARY

Pragmatic AI Solutions Architect and Founder with a proven track record of bridging the gap between technical AI implementation and business value. Expertise in architecting scalable AI-powered platforms and driving enterprise adoption through clear technical communication and client advisory. Committed to leveraging entrepreneurial agility and deep commercial acumen to deploy secure, high-impact AI solutions.

RELEVANT EXPERIENCE

Co-Founder

Askar Research – September 2024 – Present (1 Year, 3 Months)

- Architected a scalable AI-powered research platform, defining the technical roadmap and product strategy to deliver deep insights in minutes rather than weeks.
- Led rapid prototyping cycles to validate core features, successfully securing £10,000 in initial funding and launching a strategic pilot with 10 diverse enterprises.
- Acted as the technical bridge between client requirements and platform engineering, translating feedback into governance-compliant features for the public beta launch.

Senior Business Development Executive

Darktrace – January 2024 – August 2024 (8 Months)

- Facilitated £250,000+ in closed revenue by translating complex AI cybersecurity architectures into clear business value for C-suite stakeholders.
- Managed the full client advisory lifecycle, partnering with Account Executives to execute seamless Proof of Concepts (PoCs) and demonstrate rapid ROI.
- Promoted within six months for exceptional technical grasp and sales performance, efficiently handling objections regarding data privacy and model security.

Founder

Sturdy Ebikes – September 2018 – September 2020 (2 Years, 1 Month)

- Engineered custom e-bike conversion solutions, identifying a market gap and building a sustainable direct-to-consumer brand from the ground up.
- Managed end-to-end supply chain and product development, solving complex technical integration challenges for diverse bicycle frames.
- Established the initial digital footprint and sales pipeline, successfully delivering cost-effective, eco-friendly transport alternatives to a local client base.

RELEVANT PROJECTS

Founder

Sturdy Ai – August 2024 – Present (4 Months)

- Architected and deployed custom AI solutions, including voice agents and personal assistants, enabling clients to automate complex workflows and increase operational efficiency by 10x.
- Served as a technical advisor to business clients, translating "AI hype" into practical, secure roadmaps that utilise Large Language Models (LLMs) and automation to drive measurable ROI.
- Executed rapid prototyping of proprietary tools, successfully productising a custom AI voice agent for a client that is now being resold as a scalable SaaS product.

SKILLS

General

- Startup Founding & Growth
- Artificial Intelligence (AI) & Automation
- Business Development & Sales Strategy

Tools & Technologies

- Google Cloud Platform (Foundational)
- Vertex AI (Foundational)
- REST APIs & Webhooks
- BigQuery (Foundational Analytics)
- Make.com / Automation Platforms

Industry Knowledge

- AI & Automation Architecture
- Solution Design & Technical Discovery
- Cloud Architecture Fundamentals
- Data Pipeline Concepts (ETL/ELT)
- Cybersecurity (AI & Threat Landscape)

LICENCES & CERTIFICATIONS

Driving Licence

DVLA

Google Cloud (In Progress)

- Foundational Cloud Digital Leader
- Associate Cloud Engineer
- Professional Data Engineer
- Professional Machine Learning Engineer
- Professional Cloud Architect
- Professional Cloud Security Engineer

EDUCATION

Nottingham Trent University

2020 – 2021

BSc (Bachelor of Science), Product Design

Milton Abbey

2017 – 2019

BTEC Level 3 National Diploma

- Design & Technology: D* D = A* A
- Understanding Enterprise and Entrepreneurship: D* = A*
- Music Technology: M = B

ADDITIONAL EXPERIENCE

Founder

Sturdy Vanilla – August 2024 – Present (1 Year, 4 Months)

Sales Representative

Freddie's Flowers – October 2024 – March 2025 (6 Months)

Sales Consultant

Hotelplan UK Ltd – November 2022 – May 2023 (7 Months)

Business Assistant

Nick Allhusen – January 2022 – August 2022 (8 Months)

Hamper Packer

Virginia Hayward Ltd – October 2021 – December 2021 (3 Months)

Chalet Host

Chalet Helora – December 2019 – March 2020 (4 Months)

HONOURS & AWARDS

Entrepreneur and Enterprise Award

Milton Abbey – 2019

UK BTEC Business and Enterprise Student of the Year (Bronze Award)

Pearson – 2019

Bronze Duke of Edinburgh Award

Warminster – 2017