

## 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 – Sep 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 – Jan 2024 – Aug 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 – Sep 2018 – Sep 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 – Aug 2025 – 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.

## ADDITIONAL EXPERIENCE

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

Sales Representative – Freddie's Flowers – Oct 2024 – Mar 2025 (6 Months)

Sales Consultant – Hotelplan UK Ltd – Nov 2022 – May 2023 (7 Months)

Business Assistant – Nick Allhusen – Jan 2022 – Aug 2022 (8 Months)

Hamper Packer – Virginia Hayward Ltd – Oct 2021 – Dec 2021 (3 Months)

Chalet Host – Chalet Helora – Dec 2019 – Mar 2020 (4 Months)

## SKILLS

### General

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

### Industry Knowledge

Customer Insight  
Cybersecurity Sales  
Product Development

### Tools & Technologies

Cursor  
LinkedIn Sales Navigator  
ZoomInfo SalesOS  
Wix Studio

## EDUCATION

Nottingham Trent University – Sep 2020 – Sep 2021 BSc, Product Design

Milton Abbey – Sep 2017 – Jul 2019 BTEC Level 3 National Diploma (Business, Design & Technology, Music)

## LICENSES & CERTIFICATIONS

Competent Crew - RYA  
Driving License - DVLA  
Powerboat Level 2 & Towing Licence - RYA

## HONOURS & AWARDS

Business and Enterprise Student of the Year - Milton Abbey - 2019

Entrepreneur and Enterprise Award - Milton Abbey - 2019

Duke of Edinburgh Award - DofE - 2017