
Adrian Joseph



Attributed with blending the technical art of the possible with business context, Adrian Joseph is one of the UK's leading applied data and AI focussed technologists. His expertise lies in merging the world of technology with customer needs, to rapidly accelerate businesses value delivery, and positive societal change.

Adrian has over 20 years' experience in AI, big data, analytics, and digital strategy. He was recently the Chief Data and AI Officer at BT, where he led 1,600 experts in advancing BT's digital capabilities and fostering new data and AI centric businesses. From 2020-2023, he held the role of Expert Member of the UK AI Council, advising the Government on the national AI strategy. Prior to BT, he was a senior Partner and Head of Data and AI at Ernst & Young and spent over 10 years at Google holding various senior leadership roles with a focus on cloud, digital and data science.

Currently a non-executive director of the Direct Line Insurance Group plc and an AI Advisor to the Private Equity sector, Adrian was named the most influential Black, Asian and ethnic minority technology leader in the UK by the Financial Times and Inclusive Boards. He also served as a Non-Executive Director to the UK Government's Home Office to help develop its data, AI, digital and diversity strategies, and was awarded an OBE for services to equality and diversity in business.