
JULIAN WHEATLAND

Former Chairman of SCL Group and COO & CFO of Cambridge Analytica

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Julian Wheatland was formerly Chairman of SCL Group and COO & CFO of the Cambridge Analytica / SCL group of companies. From 2015 to 2018 he oversaw the growth of the group into one of the most influential data analytics companies in the world, employing groundbreaking analytics technology and targeted communications, which have shaped the advertising industry and the current debate around data privacy and personal data. In 2018, following the media controversy surrounding Cambridge Analytica, Julian stepped into the role of Group CEO in order to close the company down.

Against the backdrop of rapid advances in artificial intelligence, machine learning, and data analytics technology, Julian is an advocate for a fresh approach to data privacy and the governance of organizations storing and utilising personal data. He argues for a greater emphasis to be placed on transparent and ethical corporate oversight, which can keep pace with technology developments, rather than pure reliance on government and regulatory supervision.

Julian now serves as an advisor to corporate clients on data management issues and speaks publicly on “how to avoid becoming the next Cambridge Analytica.”

Topics

- Entrepreneurship
- Management
- Motivation
- Strategy
- Technology

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