DATA LITERACY ACADEMY
MEDIA KIT

COMPANY OVERVIEW

WHAT DO WE DO?

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

OUR SERVICES

- We provide learners with **CPD-accredited** Data 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 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 literacy education with **Self-Serve learning** via our SaaS platform.

COMPANY FAST FACTS

Founded by **Greg Freeman** in 2022

We're scaling *rapidly*, having grown by nearly

350%

from 9 full time employees to 40 in the past year (as of January 2025)

Won **"Start-Up of the Year"** at the 2024 British Data Awards

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 LITERACY ACADEMY

Data Literacy Academy is a UK-based data education company founded in 2022 by CEO Greg Freeman. We're on a mission to create a data-literate world, but we don't just teach data 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 education courses and have recently 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 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 transformation. We focus on winning the hearts and minds of your teams to help them understand the value of data 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 and our growth since then has been exponential.

To find out more, visit www.dl-academy.com
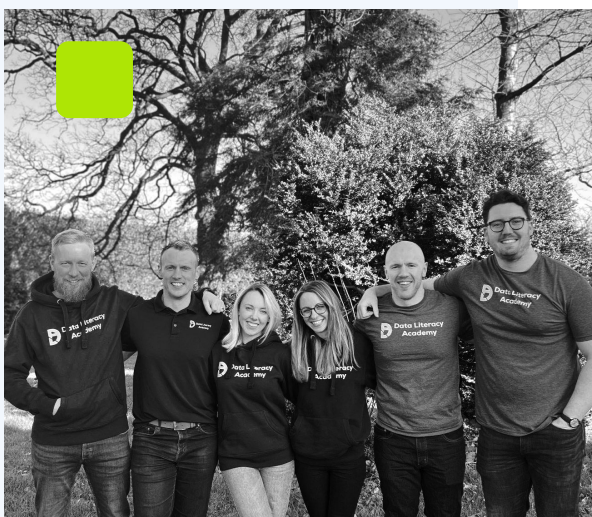
OUR HISTORY
KEY MILESTONES SO FAR

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

Our first customer was **Bentley Motors** in 2023 and we now work with over 40 enterprise businesses.

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

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

Won **"Start-Up of the Year"** at the 2024 British Data Awards

OUR MISSION

At Data 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 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 literacy has never been greater. We envision a world where data literacy is as fundamental as literacy itself. Data literacy is a universal skill that drives 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 Literacy Certifications

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

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

Book a Free Consultation

CHANGE MANAGEMENT

We don't just provide training, we enable 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 initiatives.
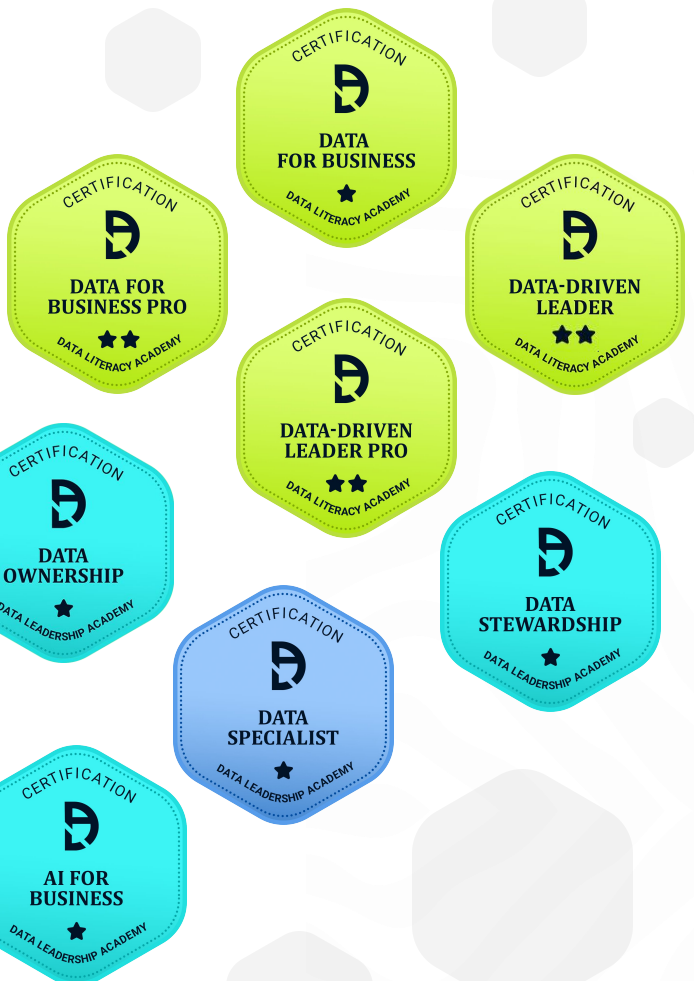
SELF-SERVE LEARNING

We have recently launched our own SaaS platform, where individuals can complete self-guided data 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 OUR LEADERSHIP TEAM

Greg Freeman

Founder & CEO of Data Literacy Academy

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

Since founding Data Literacy Academy in 2022, Greg has helped enterprise organisations such as Bentley Motors, SSE, BAE Systems and Coventry Building Society, roll out data literacy and culture programmes at scale

> "I speak personally as a business professional first: data is 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 is valuable and Greg takes advantage of any opportunity to spread this message. Keynote speaking and panel appearances at leading industry events such as CXO Data Summit, Big Data & AI World and Leeds Digital Festival have given Greg a platform to share his expertise and mission of org-wide data 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 literacy programmes at an enterprise level and the importance of these transitions.

MEET OUR LEADERSHIP TEAM

Katy Gooblar

Head of Education and Data at
Data Literacy Academy

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With over a decade of experience leading data and information teams at the Royal College of Nursing and the Independent Office for Police Conduct, Katy understands how critical mindset shifts are when it comes to thinking about, talking about and working with data.

She is a firm believer that data is for everyone, and she now works closely with C-Suite executives to drive wide-scale data literacy across enterprise organisations. Her passion for creating bespoke and inspiring education is pivotal to Data Literacy Academy delivering impactful programmes that bring people on their very own data journey.

And if all that wasn't enough, Katy has also been a keynote speaker and panellist at multiple data events this year, including Big Data London, CXO Data Summit and Leeds Digital Festival. Her passion for org-wide data literacy is evident in everything she does. She's been a guest on some of the top data podcasts last year (Orbition's Driven By Data Podcast and Emma Crabtree's Let's Talk Data) where she discussed the importance of data, the power of data literacy and the barriers to adopting AI effectively.

> "It's so rewarding to create learning experiences that meet people where they are, **helping them grow their confidence and skills.** Seeing that 'aha' moment when data finally clicks for someone, is why I love what we do here."

OUR CUSTOMERS

Aston University
BIRMINGHAM UK

Read Case Study

sse

Read Case Study

SONY MUSIC PUBLISHING

Read Case Study

BENTLEY

BAE SYSTEMS

COVENTRY Building Society

Aer Lingus

VISA

MARKS & SPENCER

TEENAGE CANCER TRUST

WEST YORKSHIRE POLICE

Penguin Random House

LEUKEMIA & LYMPHOMA SOCIETY®

Dunelm

Grant Thornton

DIAGEO

RENOLIT

University of BRISTOL

NorthStandard

NFU Mutual

National Trust

Mondelēz International

Leeds Building Society

COTERIE

beazley

BELRON

CANCER RESEARCH UK

asos

BlueCross BlueShield

Scottish Government Riaghaltas na h-Alba

Imperial College London

Hastings

Cabinet Office

ONR Office for Nuclear Regulation

BRAND GUIDELINES

At Data 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 consumers, partners, and stakeholders. These standards safeguard our brand and are intended to assist our staff and partners in communicating Data Literacy Academy 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 the Data Literacy Academy brand, press, our brand guidelines,or need creative assistance, please contact us.

Please contact us for assistance if you need clearance for the resources you are creating.

media@dl-academy.com