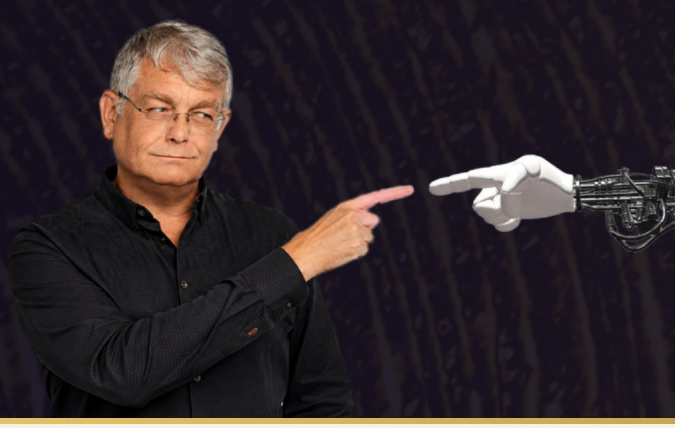
alchemy

MEDIA KIT

The poacher *and* gamekeeper of AI

30 years of enterprise IT, balanced by a decade in digital rights.



About me

A rare combination of enterprise practitioner (I built WPP's $350m a year agentic AI platform) and civil society digital rights champion, campaigning for legislation to protect users from harm. I work as a Fractional CIO and AI Board Advisor, and I am a published author and thought leader with a loyal following.

The audience

8K+
LINKEDIN FOLLOWERS
74% are senior leaders, directors or C-suite, directly influencing enterprise tech budgets.

84K+
7-DAY IMPRESSIONS
High-velocity engagement, compounding rapidly since launch in March.

35%
LONDON-AREA
Concentrated in the world's leading financial and tech hub.

40%
PREMIUM BUYERS
IT services (23%), staffing (10%) and business consulting (7%): an enterprise systems buyer profile.

19%
GLOBAL ENTERPRISES
Almost 1 in 5 followers work at corporations with 10,000+ employees.

1K+
CATALYST SUBSCRIBERS
An elite newsletter audience of CIOs, board members, investors and policymakers.

Sponsorship opportunities

1. SPOTLIGHT

Newsletter Spotlight

£250 *per edition*

Headline banner slot in Catalyst.
150-word editorial and brand link.
One sponsor per edition.

Best for inbound traffic, whitepaper downloads and event registrations.

2. CAMPAIGN

Thought Leadership Combo

£750 *per campaign*

One feature ad placement in Catalyst.
One custom LinkedIn strategy post.
48 hours of active expert comment.

Best for brand authority and top-of-funnel pipeline across 77K+ weekly impressions.

3. RETAINER

Strategic Retainer

£1,950 *per quarter*

3 monthly newsletter features.
3 LinkedIn thought leadership posts.
Partner Ecosystem web placement.

Best for long-term mindshare in AI compliance and risk.

What people say



"David was a great panellist. His insights on compliance in emerging tech were brilliant, and his line that 'the seatbelt didn't kill the car' really resonated with the room."

TONI ALLEN, CHIEF ENGAGEMENT & GROWTH OFFICER, IET

Sponsored content is always labelled as partner content, and my advice stays independent of sponsorship.

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FRACTIONAL CIO AND AI TRANSFORMATION