

Keith founded Cassi to help people and organisations make better decisions, drawing on a unique career at the intersection of human cognition, artificial intelligence, and high-stakes strategy. He sees Cassi as a 'truth-engine', and the remedy for many of society, government, and businesses' modern pathologies in decision-making. Within Cassi, he seeks to build a high-performance culture dedicated to the pursuit of excellence.

Before founding Cassi, Keith served as Managing Director of the Centre for Cognitive & Advanced Technologies at Fujitsu, where he led a transformative portfolio including neurosymbolic AI, digital twin, collective intelligence, data and information fusion, quantum computing and an incubation and accelerator initiative – solving customer challenges across multiple sectors, and deepening the UK and Japan's strategic collaboration in technology. His transition to deep tech followed his tenure as an Expert Advisor to the Prime Minister at 10 Downing Street. There, he led on science and technology in the Integrated Review of Security, Defence, Foreign & Development Policy, reshaping how the UK government thinks about power in the modern world.

Keith's strategic perspective is grounded in 18 years as an RAF Intelligence Officer, where he deployed to Afghanistan, Iraq, and Mali, as a peacekeeper in Abkhazia, Georgia and on exchange with the USAF in Las Vegas.

Keith has written, spoken and advised widely at the intersection of business, economics, strategy, technology, defence, national security and geopolitics since 2011, in and out of Government, across the UK, Europe, Japan, and US. Keith is a Global Distinguished Engineer with Fujitsu, and a Visiting Senior Research Fellow at King's College London. He is a Fellow of RUSI, Exeter's Strategic Studies Institute, Oxford's Strategy, Statecraft, and Technology Centre, Clare Hall Cambridge's Industry & Entrepreneurship Fellow, and a Cambridge Judge Business School Director's Fellow. Keith holds a DPhil in Experimental Psychology (Oxford), an Executive MBA (Cambridge) and a War Studies MA with Distinction (King's College London) and BA (Hons) in History, Politics and International Relations (Lancaster).