

# LLOYDS BANKING GROUP PARTNERS WITH CAMBRIDGE SPARK TO ADVANCE AI LEADERSHIP CAPABILITIES



**Lloyds Banking Group, the UK's largest digital bank, has partnered with leading education technology firm, Cambridge Spark, on a bespoke six-month training programme to further strengthen AI capabilities across its senior management teams.**

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Lloyds Banking Group, the UK's largest digital bank, has partnered with leading education technology firm, Cambridge Spark, on a bespoke six-month training programme to further strengthen AI capabilities across its senior management teams.

The "Leading with AI" programme will engage over 200 senior leaders at Lloyds Banking Group in a bespoke 80-hour learning experience. The course is designed and delivered by Lloyds Banking Group experts in collaboration with Cambridge Spark, the UK-based education technology firm renowned for helping organisations elevate their workforce capabilities through comprehensive data and AI skills programmes.

This initiative represents the next evolution in Lloyds Banking Group's transformation, reinforcing the organisation's commitment to maintaining its position as an industry leader in technological innovation. By enhancing existing expertise within the senior leadership team, the Group aims to accelerate AI-driven innovation throughout the business, further strengthening its culture of forward-thinking leadership.

The collaboration expands upon a successful existing partnership between the organisations, which previously saw Cambridge Spark supporting Lloyds Banking Group's talent pipeline through a specialised graduate bootcamp focused on practical industry skills for emerging data scientists and data engineers. This forms part of the Group's wider investment in data and AI literacy which includes a Data & AI Academy, GenAI Masterclasses and a Data & AI Summer School available to all Lloyds Banking Group employees.

The Leading with AI programme combines intensive in-person sessions with virtual masterclasses and applied projects, enabling participants to expand their strategic AI leadership capabilities. Focus areas include identifying transformational opportunities through cutting-edge AI technology and spearheading the implementation of AI solutions that enhance operational excellence and customer experience.

The programme launched on March 5th with the first cohort of 30 Lloyds Banking Group leaders participating in an intensive two-day session at the University of Cambridge. This included a session with Prof. Stelios Kavadias, a world leader in Innovation and Technology Management, setting the foundation for this ambitious professional development initiative.

Ron van Kemenade, Group Chief Operating Officer at Lloyds Banking Group, said: "AI is a game-changer for financial services, and we're investing to enhance our services with cutting-edge technology. The programme with Cambridge Spark will empower our business leaders to further innovate with AI and drive commercial excellence using this transformative technology.

"Our approach to AI is based on integrating it deeply throughout every aspect of our business rather than limiting it to a centralised technical team. We're building on our existing expertise to develop the most AI-capable leadership team in banking."

Dr. Raoul-Gabriel Urma, Founder and Group CEO of Cambridge Spark, said: "Following the success of our previous collaboration with Lloyds Banking Group, we're delighted to partner with them on this ambitious AI professional development initiative."

"We've worked closely with Lloyds' team to design this bespoke six-month programme, specifically tailored to complement the Group's strategic vision as they continue to strengthen their culture of innovation and forward-thinking leadership.

"Advancing AI capabilities represents both the greatest challenge and opportunity for today's businesses. Enhancing these capabilities within senior leadership creates a powerful multiplier effect that drives innovation throughout the organisation. We're excited to support Lloyds Banking Group in this strategic investment."

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### **About Cambridge Spark**

Founded in 2016 by Dr. Raoul-Gabriel Urma, Cambridge Spark is one of the largest digital skills education providers in the UK. It helps businesses upskill their workforces in AI and data skills through immersive, practical, and educational programmes and has worked with household-name firms like GSK, Virgin Atlantic, and the BBC. In 2024, it was listed in The Sunday Times 100 of the UK's fastest-growing companies.

### **About Lloyds Banking Group**

Lloyds Banking Group is a leading UK-based financial services group providing a wide range of banking and financial services, focused on personal and commercial customers. The Group's main business activities are retail, commercial and corporate banking, general insurance and life, pensions and investment provision. The Group operates through a number of well-recognised brands including Lloyds Bank, Halifax, Bank of Scotland, and Scottish Widows.