

Elliot Leavy

Thought leadership for enterprise AI. I turn hard technology into information people understand and **arguments they act on**.

I stay ahead of what AI is doing to organisations, and write and speak about it in plain terms. At Elsewhen that means the reports, the talks and go-to-markets that convert, for **FTSE 100 and public sector clients**. In the press I cover AI and geopolitics for **The Spectator**, **UnHerd** and **VentureBeat**, and I run the **Machinepower Index**, a measure of which countries can actually build and control AI.

Email →

07308 978 822

LinkedIn

2026 Trend Report

My site

Head of Thought Leadership

● **Elsewhen** JUN 2024 → PRESENT

Own the editorial narrative, content production and go-to-market for a London AI consultancy working with FTSE 100 and public sector clients.

- Coined and editorially developed the **Agentic Enterprise**, now central to company strategy and client work.
- Made AI optimisation the working successor to SEO through structure, semantics, metadata and **llms.txt** patterns, lifting mentions by **over 2,000%** and generating inbound leads.
- Single-handedly developed and shipped internal tools including our **design system kit**, making the brand and its content agentic-ready and scaling output while saving hundreds of hours of manual work.
- Based on that kit, vibe code entire pages with UX and conversion in mind.
- Built the **TRIAL framework** for mapping enterprise workflows and finding where agentic augmentation pays off, and hold workshops with clients around it.
- Give lectures and strategy talks at client organisations, events and institutions including Oxford University.

Machinepower Index

● **Author** 2026 → PRESENT

A sovereignty test measuring national capacity to build, control and deploy AI, drawing on **12 datasets** across multiple countries, **cited by government officials**.

AI Sovereignty Index →

Machinepower Substack →

● Previously 2013 — 2026

Founder

ACQUAINTED 2023 – MAR 2026

Europe's first generative AI consultancy. Showed leaders where AI creates value, how to adopt it safely and how to turn tooling into operational impact, across financial services, consulting, education and the public sector.

Managing Editor

AI, Data & Analytics Network SEP 2021 – JAN 2023

Led editorial strategy for a global AI platform and drove a **300% readership increase in six months**. Grew the weekly newsletter past **10,000 members**, produced sponsored reports and case studies, and hosted webinars on AI and Web3 for senior leaders.

Founding Editor

maize.io · H-FARM DEC 2016 – JUN 2019

Built maize into a tech and innovation magazine with **20,000 weekly readers**, the editorial arm of an innovation consultancy. Launched the maize.LIVE events series and the maize.PLUS edtech platform, ghostwrote executive insight, taught innovation at H-FARM University and led corporate workshops.

Head of Content

REDSOFA MAR 2023 – JAN 2024

Launched the editorial arm of a creative recruitment company and ran AI training workshops for recruiters and clients, putting the firm ahead of a shifting job market rather than behind it.

Tech Writer

Contagious Magazine JUN 2019 – SEP 2021

Strategic analysis on emerging technology and martech for a global creative consultancy, built on interviews with founders and industry leaders, plus speaking slots at industry events.

Copywriter

AKQA 2013 – 2016

Brand and campaign copy for global clients at one of the largest digital agencies.

● Other work and capabilities

Emerging Tech Consultant, Forest City 1 (2025 to present). Co-authoring the Phase 1 Technology Report for a new one-million-person city east of Cambridge.

Writer and commentator. Bylines and features in The Spectator, UnHerd, VentureBeat and Quillette.

Professional speaker, represented by Champions (UK) plc and London Speaker Bureau.

Expert Board Member, Startup Snapshot (2024 to 2025). **AI Mentor**, UCL (2023).

Editorial strategy

Thought leadership

Writing

Editing

Commissioning

Content operations

B2B storytelling

GTM content

Public speaking

Workshops & training

Analytics

AI consulting

Research & methodology

Industry analysis

Agentic workflows

AI & infrastructure

Vibecoding

Right to work: UK · No sponsorship required · References on request

● ● ● Get in touch

Let's talk.

If you want someone with a deep understanding of technological change who can scale a content operation without compromising quality, I would love to hear from you.

Drop me a line →