

Dr. Sacha Krstulović

Dipl. Eng., PhD, IEEE Senior Member

Head / Director of Artificial Intelligence & Machine Learning

+44 (0)7903 828017 | dr.sacha.k@gmail.com | <https://sacha.today> | [LinkedIn](#) | Cambridge, UK

Executive summary

Strategic AI & ML executive with over two decades of experience turning advanced research into scalable, high-impact products. I build and lead world-class AI organisations, define technology vision, and translate innovation into business growth. My expertise spans speech, audio, multimodal sensing and embedded ML, coupled with proven success in delivering products, building IP portfolios, shaping cross-functional strategy and supporting AI ethics. Recognised for bridging science and execution, I enable companies and investors to deploy trustworthy, high-ROI AI at scale.

Core strengths

AI/ML Strategy • Innovation Leadership • Productisation of Research • IP & Ethics Governance • tinyML & Edge AI • Speech, Audio & Multimodal AI • Team Building • Venture-Level Technical Due Diligence

Technologies and methods

Machine Learning, Artificial Intelligence, Music Information Retrieval, Automatic Sound Event/Scene Recognition, Automatic Speech/Speaker Recognition (ASR), Text-To-Speech Synthesis (TTS), Computer Vision, Radar Sensing. Technology and innovation leadership, R&D, team leadership, coaching, patenting and intellectual property, transfer of technology from research to products, fundamental research, software engineering, scrum at scale, lean startup, communication, teaching/pedagogy, theory/history/philosophy of creativity.

Professional experience

Founder and CEO

Jan 2025 – Now

Green Light Audio
Cambridge, UK

AI-assisted live audio equipment

Green Light Audio enhances live musicians' user experience with AI, cloud and networked audio technologies.

Managing Director

June 2024 – Now

Understand-AI.today
Cambridge, UK

Consulting - AI products expert

Founder and advisor helping organisations to harness AI as a growth and efficiency engine. Designing and implementing AI transformation programs to drive revenue growth, improve operational efficiency and increase client retention. Delivering executive AI training workshops, strategy workshops and hands-on implementation roadmaps. Conducting AI due-diligence audits for venture funds, assessing product maturity, tech readiness and ethical viability. Please contact me via <https://Understand-AI.today> – sacha@understand-ai.today for more information.

Director of AI Engineering

Oct 2023 – May 2024

Canopy.security
London, UK

IoT and AI for automotive

Led AI engineering for a Ford-backed IoT startup securing vehicles with radar, vision, and acoustic AI sensing. Directed a 9-person R&D team delivering low-power, always-on AI using tinyML. Defined company-wide AI strategy, IP roadmap and AI ethics roadmap, influencing Ford's in-vehicle AI direction. In 2024Q2, Ford re-homed Canopy's technology into Ford trucks.

Head of Artificial Intelligence

Jan 2022 – May 2023

Music Tribe
Manchester, UK

AI for music

Architected and drove AI transformation for a multimillion-dollar global audio manufacturer. Within a year, expanded the AI/DSP R&D team from 7 to 14 engineers, strengthened the R&D support functions and developed key academic partnerships, thus multiplying R&D output 10x. Delivered three AI-driven features integrated into commercial products within 12 months. Generally implemented an AI/ML research-to-product funnel which improved delivery velocity.

Director of Innovation / VP Technology / Lead R&D Engineer **Nov 2012 – Dec 2021**

Audio Analytic
Cambridge, UK

ML for Sound Recognition
Computer Hearing

Pioneered computer hearing technology to power smart devices; company acquired by Meta in 2022.
Lead technical person, from hands-on to technology/innovation management in AI for embedded sound event recognition.
Grew the R&D team from 0 to 15 while helping to raise \$25M+ in UKRI, Angel and VC funding (Series A & B).
Directed core tech R&D and IP strategy (15 patents), leading to deployed technology in millions of devices.
Spearheaded partnerships and public communications, thus establishing Audio Analytic as a global leader in computer hearing.

Earlier roles:

Senior Research Engineer - Advanced Speech Group
Nuance – Cambridge, UK

Sep 2011 – Nov 2012

Developed VoiceMail-to-Text R&D, model optimisation and privacy-aware ML.

Research Engineer - Speech Technology Group
Toshiba Research Europe – Cambridge, UK

Apr 2007 – Sep 2011

Paradigm-shifted Toshiba's Text-To-Speech (TTS) technology from unit selection to HMM-based speech synthesis.

Researcher - Language Technology Team

Jun 2006 – Mar 2007

DFKI (Deutsches Forschungszentrum für Künstliche Intelligenz) – Saarbrücken, Germany
Researched and developed early expressive TTS.

Research Engineer - METISS Team (Audio Signals Processing)

Mar 2004 – May 2006

IRISA (Institut de Recherches en Informatique et Systèmes Aléatoires) – Rennes, France

Researched advanced speech & audio scenes analysis - speaker recognition, signal decomposition, model distillation.

Research Assistant / PhD Student

Jun 1996 – Dec 2001

IDIAP (Institut Dalle Molle d'Intelligence Artificielle Perceptive) – Martigny, Switzerland

Researched speech modelling and automatic speech recognition under articulatory constraints.

Selected achievements

- Directed R&D innovations leading to Meta's acquisition of Audio Analytic.
- Built and scaled three AI teams across startups and enterprises, delivering measurable ROI and IP growth.
- Authored [19 patents](#) and [57 publications](#) in AI, sound recognition, and speech technology.
- Led AI transformations that delivered products and value.

Education & professional training

- **PhD**, Technical Sciences – EPFL Lausanne, Switzerland (2001)
Research in parametric speech analysis and articulatory modelling.
- **M.Eng.**, Aircraft Engineering w/ specialisation in DSP & Machine Learning – ESTACA, France (1996)
- **Diploma in Creativity** (Theory, History & Philosophy) – University of Cambridge (2020)
- **Innovation Management Certificate & Strategic Management** – Cambridge Judge Business School (2021)

Tools & systems

- **Machine Learning**: TensorFlow, PyTorch, Scikit-learn, Keras
- **Programming**: Python, C/C++, Java, MATLAB
- **Audio/Speech**: HTK, Librosa, HTS, OpenMARY, Alizé
- **Platforms**: Linux, macOS, Windows, Android, ARM, AWS, Azure
- **Project Management**: Jira/Agile, Confluence, MS DevOps

Additional information

- **Languages**: French (native), English (fluent), Spanish (conversational)
- **Activities**: Founder, Cambridge Creativity Meetup | Cuban salsa instructor | Zen meditation practitioner
- **World tour**: Africa North→South, sailing Cape Town→Tahiti, South America South→North, USA Route 66, TransSiberian, Baltic states (2002-2003).