Kriti Sharma
Background & Bio

February, 2021

studio / **ID**   GfK — Growth from Knowledge

Kriti Sharma

Kriti Sharma is an [artificial intelligence](#) technologist, business executive and humanitarian. She is currently the VP of Product at GfK and formerly the VP of Artificial Intelligence and ethics at UK software company [Sage Group](#). Sharma is the founder of [AI for Good UK](#), which works to make artificial intelligence tools more ethical and equitable. Sharma has been named to [Forbes](#) magazine's 30 Under 30 Europe: Technology list, and appointed as a [United Nations](#) Young Leader. In 2018, she was appointed as an advisor to the UK's Department for Digital, Culture, Media and Sport. Sharma's initiatives include Pegg, an accounting chatbot, and rAInbow, a platform to support survivors of domestic violence. She has called for a philosophy of "embracing botness", arguing that artificial intelligence should prioritize utility over human resemblance.

[Source](#)

Kriti's personality and tone of voice.
She isn't a business terminology person, she's emotional and passionate about the place AI has in the world and in moving people and business forwards.

Please review the following interviews she has done previously to see how she communicates and wants to be represented.

Fortune

- https://fortune.com/2017/10/27/sophia-the-robot-artificial-intelligence/

Harvard Business Review

- https://hbr.org/2018/02/can-we-keep-our-biases-from-creeping-into-ai

TED

Wikipedia

BBC

- https://www.bbc.co.uk/news/business-38207334
- https://www.bbc.co.uk/news/technology-45219902
- https://www.bbc.co.uk/news/technology-37154519
- https://www.bbc.co.uk/news/technology-37605943

Forbes

- https://www.forbes.com/sites/cognitiveworld/2018/11/26/ethical-ai-its-all-about-perspective/?sh=4258a1c87bb9
  - i. All Kriti's forbes articles: https://www.forbes.com/search/?q=kriti%20sharma&sh=5c588d76279f
  - ii. https://www.forbes.com/sites/parmyolson/2018/03/13/google-deepmind-ai-machine-learning-bias/?sh=329d63556829

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Financial Times

- https://www.ft.com/content/ccaf069e-22d2-11e8-8138-569c3d7ab0a7
- https://www.ft.com/content/17c4156b-9ac2-43c7-b5a9-42a470df2284
- https://www.ft.com/content/d61e8ff2-48a1-11e8-8c77-ff51caedcde6
- https://www.ft.com/content/728e2e80-0e2c-11e7-b030-768954394623

Techcrunch

- https://techcrunch.com/2017/12/21/how-to-unmask-ai/
- https://techcrunch.com/2019/02/19/invest-in-ais-ethical-future/

Vogue

- https://www.teenvogue.com/story/kriti-sharma-how-ai-can-help-underserved-communities

Fast company

- https://www.fastcompany.com/90308637/how-to-design-a-system-for-ethical-innovation-in-tech

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Telegraph

- https://www.telegraph.co.uk/business/ready-and-enabled/artificial-intelligence-in-business/
- https://www.telegraph.co.uk/technology/2019/02/11/inside-britains-biggest-tech-company-fight-survive-brutal-year/

Venturebeat

- https://venturebeat.com/2017/05/29/what-happens-when-hackers-attack-chatbots/
- https://venturebeat.com/2018/04/15/how-more-women-in-ai-could-change-the-world/

Computer Weekly

- https://www.computerweekly.com/news/252489730/Computer-Weekly-announces-the-Most-Influential-Women-in-UK-Tech-2020

Huff Post

- https://www.huffingtonpost.co.uk/author/kriti-sharma1?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAILVY1RM6QvvH7fsw8aYvUbzLzOj9QP4QzeCvVcCFDk_e4bQbie7FwhPhDpVlvav5DWE0j8f2yaSh1MdfSi5NTKkrhNEhcoCwDLKPzBC69IiaMXkFgxA7bfryXuZyjuf78J9QEahpTZG5TROY6JzMj4_d8HSFripTfiYiZbqdlxY

Bustle

- https://www.bustle.com/p/kriti-sharma-wants-to-change-how-we-make-artificial-intelligence-work-8638483