



The AA Launches ‘Leading with AI’ Programme in Partnership with Cambridge Spark

- The AA has partnered with Cambridge Spark to launch a *Leading with AI Programme* to accelerate AI capabilities across leadership teams
- 140 senior leaders will participate across three cohorts from December 2025 to early 2026
- The AA’s AI approach is grounded in its commitment to balancing digital convenience with human care, investing in innovative technologies to remain always ahead, reimagining and enhancing every customer’s experience.

London, Thursday 4 December 2025: The AA today announces that it has partnered with Cambridge Spark, a specialist education technology company, to launch its *Leading with AI Programme*, a three-month course which will accelerate AI capabilities across its leadership team.


Approximately 140 of The AA’s top leaders will take the course across three cohorts, starting in December. The programme, which is accredited by Cambridge Judge Business School and includes case studies, expert lectures and peer discussions. It will further The AA’s enable leaders to implement AI-enabled transformations, making things faster, simpler and better, empowering the business to focus on enhancing and innovating its customer proposition.

As AI reshapes how people live and work, The AA is committed to remaining always ahead. The programme reflects investment in introducing AI innovation responsibly, guided by strong governance, human oversight and colleague support.

The *Leading with AI Programme* is a significant investment from The AA into its AI-first leadership capability and builds on the company’s strong record of AI innovation. This includes strategic AI implementations across the business, including Roadside and Customer Operations. The programme will further empower leaders to identify opportunities, drive innovation and deliver an enhanced service for its members.

Louise Benford, Chief People Officer, The AA, commented: *“We are delighted to partner with Cambridge Spark to help equip our leaders to thrive in an AI-enabled world. We are committed to backing every colleague with the right skills, mindset and tools to do this. This partnership is a major step in further accelerating AI adoption across The AA, ensuring our leaders have the confidence, capability and understanding to drive meaningful transformation.”*

Nick Edwards, Group Chief Digital and AI Officer, The AA, commented: *“AI is reshaping the way we work, serve our members and build the future of roadside assistance in a more digitally connected world. This programme reflects our commitment to introducing AI responsibly by giving our people the skills to reimagine their businesses through the practical application of AI. This is complemented with substantial investment in new platforms and tooling, enabling the safe scaling of AI across the business.”*



Dr. Raoul-Gabriel Urma, CEO and Founder of Cambridge Spark, commented: “We’re delighted to be partnering with The AA on this significant AI leadership development initiative. Their long-term commitment to responsible innovation aligns closely with our mission at Cambridge Spark.”

“The Leading with AI programme we have designed together combines technical insights with practical leadership application, ensuring leaders have the capabilities needed to drive a meaningful, organisation-wide AI transformation. A key part of this is developing the confidence to understand and navigate AI-related risks and enabling leaders to make informed decisions.”

“Strengthening AI confidence and capability within senior leadership is one of the most effective ways to accelerate innovation and deliver incredible outcomes for both colleagues and customers. We’re very proud to support The AA on this journey.”

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About The AA

The AA is the UK’s leading provider of roadside assistance with approximately 2,700 patrols attending an average of 9,000 breakdowns daily and is rated by drivers as the first choice for electric vehicle breakdown. The AA has 17m customers across roadside breakdown and brokered motor and home insurance.

The AA’s mission is to create confidence for drivers now and for the future – anticipating drivers’ needs since 1905 and striving to be always ahead. The AA provides services across its roadside businesses from AA Driving School and BSM, to DriveTech, the leader in driver education. In addition, AA Smart Care provides bookings for MOTs, maintenance, service and repair in AA certified garages. AA Cars is a trusted vendor of used cars with free history checks and breakdown cover. The AA’s insurance broker offers motor and home policies, operating a diverse panel of underwriters including the AA’s in-house underwriter, plus AA Financial Services and Accident Assist. The AA continues to invest in connected car innovation and digital services.

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 Lloyds Bank, GSK, Virgin Atlantic, and the BBC. In 2024 and 2025, it was listed in The Sunday Times 100 of the UK's fastest-growing companies.