

David Bartlett

Education Consultant | Learner Engagement, AI & Digital Transformation

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500k+	100+	20%	£500k+	£1m+
Learners reached	Education clients	Client enrolment growth (Nottingham, 3 yrs)	Client savings (NESCOT, yr 1)	Additional revenue (Coleg Llandrillo)

PROFILE

A decade working directly inside UK education technology, serving over 100 FE colleges, universities, training providers and government bodies. I understand Ofsted frameworks, government funding direction, the reality of stretched teams, and what actually moves enrolment, retention and outcomes data. I advise and deliver: no software to sell, no agenda beyond results.

WHERE I ADD VALUE

Learner engagement and communications

Where WhatsApp, AI and automation genuinely help, and where they do not. Most providers are sold tools before they understand the use case. I give an honest assessment of what will move your numbers, design the comms approach, and help you implement it practically across 16-19, adult and HE audiences. I know how comms must differ by team — marketing, admissions, learner services — and by audience type.

Enrolment, conversion and future planning

I diagnose your enquiry-to-enrolment funnel and deliver a costed plan to lift conversion. Beyond the immediate cycle, I help you plan ahead: student population trends, demographic shifts in your catchment, when enrolment will be harder or easier, and how the funding landscape is moving toward measurable outcomes rather than course completions. If you are not planning for that shift now, you will feel it within three years.

Destinations, outcomes and NEET

I understand the NEET challenge and have designed and delivered solutions to address it: learner engagement projects, automated destinations tracking, and digital careers support that extends the relationship beyond the course end. I get destinations tracking automated and Ofsted-ready, replacing the manual processes that eat staff time and still produce unreliable data.

Staff engagement and digital adoption

Getting tutors and teachers to adopt new tools when they are already overstretched is one of the hardest problems in education technology. I have developed and delivered digital and online training programmes that demonstrably increase staff engagement with new systems. The evidence is clear: get staff bought in before you go near learners, or every tool fails.

AI implementation framework

86% of education organisations now use generative AI, but 63% say they lack a clear plan for doing so (Microsoft, 2025). Most institutions need an implementation partner who can define genuine use cases, sequence the work, and manage the change. I provide a practical framework: assess your current operations, identify where AI reduces real effort or improves real outcomes, pilot at low risk, and build the internal capability to own it. Clear ROI before any budget commitment.

EXPERIENCE

Founder & CEO, Purlos | London, UK

2018 to present (majority stake sold August 2025)

- Built and led an EdTech SaaS company from zero to £1.2m ARR, serving 100+ UK education providers across FE, HE, training providers, combined authorities and government bodies.
- Designed and oversaw delivery of three products: Engage (WhatsApp-based learner engagement and enrolment conversion), Destinations (automated outcomes tracking for Ofsted and quality teams), and Outcore (career support and outcome management).
- Developed deep working knowledge across the full learner journey: enrolment and conversion, learner communications, destinations and outcomes data, NEET reduction, staff digital adoption and AI-assisted automation.
- Led client success directly: designed onboarding frameworks, engagement campaign structures, staff training programmes and success measurement. Clients achieved measurable improvements in enrolment, inspection readiness and cost efficiency.
- Client outcomes: Nottingham College 20% enrolment growth over 3 years; NESCOT early dropout reduced by 2.5%, saving £500k+; Coleg Llandrillo £1m+ additional revenue from re-engaged learners; RNN Group savings equivalent to 5

FTEs; Walsall College 90% destinations capture rate.

- As CEO, represented Purlos and the wider sector at JISC, AoC, AGCAS and GFI events: keynotes, webinars and panel discussions on AI in education, digital transformation and learner outcomes.
- Assembled a board including former Pearson and Open University leadership; raised institutional seed funding; navigated a full exit to SPA and completion.

Client Growth & Success Director, QA Learning | London, UK

2017 to 2018

- Led consultancy design and client growth for £100k+ digital and tech learning programmes into major enterprise accounts including GSK, Oracle, Barclays and the Bank of England.
- Built fluency across cloud, cyber, data and digital transformation frameworks including SFIA and IISP skills pathways.

Senior Client Growth Manager, Nursing Times Learning (Ascential PLC) | London, UK

2013 to 2017

- Ranked #1 across the entire Ascential PLC group (FTSE 250) in 2015 for client growth and revenue; exceeded targets three years running, delivering over £1m in new client revenue.
- Built deep working knowledge of NHS and government structures, funding cycles and CPD commissioning across the public and private sector.

Business Development Manager, Pareto Law | London, UK

2010 to 2013

- Promoted twice across three years. Company acquired by Randstad during tenure.

HOW ENGAGEMENTS WORK

All engagements begin with a **free initial call** to understand your context and priorities, followed by a documented scope, clear measures of success, and a written summary of outcomes after any piece of work.

Rates

Education and public sector: £750/day or £400/half-day (remote). Standard rate: £1,000/day or £600/half-day. On-site engagements are a full day minimum. A fixed-price growth diagnostic is also available — ask for details.

CORE KNOWLEDGE

- Ofsted Education Inspection Framework (EIF): current and previous frameworks, quality of education judgements, and what inspectors look for in outcomes data
- Government funding direction: AEB, T Levels, 16-19 funding, Skills England agenda, and the shift toward measuring and funding on outcomes rather than completions
- Governance, data and compliance: GDPR in an education context, data governance frameworks, board accountability and senior leadership reporting
- AI and digital strategy: practical frameworks for assessing, prioritising and implementing AI in education — grounded in real use cases, not vendor claims
- Sector networks and events: regular speaker and presenter at JISC, AoC, AGCAS, GFI and HE leadership forums on AI, digital transformation and learner engagement
- Oxford Said Business School (2023 to 2024); Northumbria University, Business Management and Entrepreneurship (2013 to 2016); CEO leadership coaching through Management Dynamics

RESOURCES

Click either image below to access supporting materials.

