

## **Hertzian CEO Christopher Weavill Named Finalist in the National AI Awards 2026**

**Truro, UK – 11th of May 2026:** Hertzian, the Cornwall-based AI company that transforms customer data into sales and product intelligence, today announces that its CEO and Co-Founder, Christopher Weavill, has been named a finalist in the AI Champion of the Year category at the National AI Awards 2026.

Celebrations are taking place on June 10th at The AI Summit London, the UK's premier gathering for AI professionals and innovators.

The National AI Awards recognise the individuals, teams and organisations driving meaningful progress in artificial intelligence across the UK, spanning innovation, leadership and real-world application. It's also an event which brings together leaders from across business, technology and investment at a time when AI adoption is scaling rapidly across the UK.

Being named a finalist places Christopher Weavill's role as a leader in delivering innovative AI solutions that drive real-world impact, fostering pride and confidence among industry stakeholders.

**Proudly rooted in Cornwall**, Hertzian continues to build and scale world-class AI from the South West of the UK, demonstrating that globally impactful technology can be created outside traditional tech hubs.

Under Chris's leadership, Hertzian has developed proprietary AI technology that powers its award-winning platforms, PlayerXP and CustomerXP. These solutions enable organisations to understand player and customer sentiment in real time, supporting faster decision-making, reducing churn, and delivering measurable business impact.

### **Christopher Weavill, CEO of Hertzian, said:**

"I've spent my entire career championing ethics, people, transparency and real world value, these principles, and I'm particularly honoured to receive this recognition from the judges at the National AI Awards. The incredible standard of nominees and judges on this panel is overwhelming and highlights how competitive this nomination must have been. For me, this represents recognition for investing over a decade of my life promoting AI when others wouldn't, a relentless drive to dispel misconceptions dating back to 2015 when AI was mostly known as Natural Language Processing or 'black box' magic .

Above all, this nomination highlights the calibre of innovation that is achievable from anyone, in any place, like right here in Cornwall."

Fergus Bruce, CEO of The National AI Awards, said:

"We are pleased to recognise Christopher Weavill as a finalist in the National AI Awards 2026. The shortlist reflects the strength of work happening across the UK to move AI from ambition

into practical impact. This year's finalists represent an impressively high standard of innovation, leadership and execution.”

The National AI Awards bring together leaders from across business, technology, and investment at a time when AI adoption is accelerating rapidly across the UK.

For more information, visit:

[The National AI Awards](#)

### **About Hertzian**

#### **Revolutionising Industries through AI-Powered Machine Learning since 2015.**

Founded in Cornwall in 2015, Hertzian is an AI product company that transforms unstructured people feedback into clear, actionable intelligence. By combining advanced natural language processing with a focus on measurable outcomes, Hertzian helps organisations uncover insights, act faster, and deliver tangible business impact. Its platforms, PlayerXP and CustomerXP, enable organisations to understand customer and public sentiment at scale, turning complexity into clarity and insight into action.

**About The National AI Awards:** The National AI Awards takes place this year as a celebration of excellence and innovation for those who are committed to artificial intelligence. Launched to spotlight the remarkable advances and contributions in the field of artificial intelligence. Our mission is to honour the brilliant minds and innovative companies driving AI technology forward, making a profound impact across private & public sectors. Our awards recognise those at the forefront of developing AI technologies and enhancing AI capabilities.

### **Media Contact**

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Media enquiries and interview requests with Christopher Weavill: available upon request.