



Prof Dr Natasa Milic-Frayling

Founder and CEO, Intact Digital Ltd

Research Director, Arabic Language Technologies, Qatar Computing Research Institute

Professor Emerita, University of Nottingham

Dr Natasa Milic-Frayling is a Founder and CEO of Intact Digital Ltd and a Research Director at the Qatar Computing Research Institute, leading the Arabic Language Technologies group.

Natasa has 25 years of experience in computer science research and innovation, including 17 years at Microsoft Research (MSR) and 5 years as Chair of Data Science at the University of Nottingham, contributing to the University research strategy on Data Science and AI.

Natasa authored over 100 research publications and has a dozen of approved patents to her name. During her tenure at MSR, Natasa established a Research Partnership Programme, promoting collaboration with innovation partners on strategic challenges, including digital preservation and long-term access to digital content ([PLANETS](#) and [SCAPE](#) EU projects).

Her work at Intact Digital is focused on digital continuity and effective services for hosting legacy software installations to enable long-term use digital content. Intact Digital works in highly regulated sectors such as Pharma and Life Sciences to support compliance with the data integrity regulations, reconstruction of research studies, and reproducibility of data analyses.

Natasa is actively engaged with a broader professional community on critical issues that arise from the prolific use of digital technologies, ranging from professional ethic, privacy, and design transparency to digital obsolescence and responsible AI innovation. She is a member of the Preservation Sub-Committee within the UNESCO Memory of the World Programme and serves as Chair of the UNESCO PERSIST project.