

Synopsis: Built his own business from start-up to \$50m in international sales, and successful trade-sale. He has since worked extensively with investors and boards, owners and entrepreneurs in businesses undergoing rapid change. Peter is also been a founder of several businesses.

Differentiators:

- Has grown his own business from start-up to money-making exit, remaining CEO throughout.
- Has worked extensively as both entrepreneur and as venture capital investor, understanding both.
- Acted on over 30 rounds of venture capital and other funding transactions.
- Successful entry into the US marketplace for software, reaching annual revenues of over \$30m
- Wide experience of front-line management in high-growth, high-change, and international businesses.
- Specialist board-level advice on all aspects of start-up, change, growth and exit.
- Large network of contacts in business and venture capital.

Chord Capital, Investor: **2009 to present**

Joined investment team, helped devise investment strategy and launch Technology Accelerator Fund. The Fund made its first investments in 2010 and is continuing to look for inflection-point opportunities. As active investors, the team is deeply involved at board level in the companies it backs, enabling Peter to leverage career experience, skills and knowledge.

Revenue Dynamics Solutions, Founder: **2009 to present**

Identified the opportunity, devised strategy and launched the business with co-founder; developed product specifications and prototype. Now concentrating on product marketing and developing the business.

Reveal Media, Chairman: **2005 to present**

Joined the business in mid 2007 to work with Management to develop the business: Led the implementation of new operational processes to improve management information and controls; Conducted a detailed strategic review; Recruited the core team and established the business, contributing to the choice of underlying technological strategy, securing initial funding and contracts

Brunel University Enterprises, Adviser and Non-Executive Director: **2005 to present**

Retained to advise and work with the team responsible for commercialising intellectual property, contributing business and entrepreneurial expertise: Revised strategy to analytical assessment from first principles; overhaul of the commercialisation process; development of responses to changing sector circumstances

Professional business advisor and interim **2000 to present**

Leverages expertise as entrepreneur, investor and business advisor, and targeted towards senior managers, boards and shareholders in businesses managing growth and change.

Sectors advised: Software • education • logistics and transport • leisure • health and safety • medical devices • financial systems • database marketing • network appliances • satellite data services • materials technology • energy • veterinary pharmaceuticals and services • software development • enterprise systems • business intelligence • telecom • technical support • digital marketing systems • recruitment • IPR commercialisation • web services • bio-degradable packaging • venture capital • consumer products.

Stages: start-up • initial product launch • market roll-out • business development • business planning and strategy development • re-structure • re-finance • business scale-up • international expansion and consolidation • management development • buy-in, buy-out • rescue • exit

Roles: mentor • executive- and non-executive director • founder • investor, fund manager • project leader • business advisor • due diligence consultant

Projects completed: 17 strategic review and re-positioning • 16 vc investments • 7 start-ups • 21 fund-raisings • 4 rescues • 19 market strategies • 3 exit workshops • 4 management restructures • 2 wind-ups • 6 business growth plans • 31 investor due diligence reviews.

Researched the market to identify optimum business model and positioning to maximise gain while minimising market, product and third party risks. Recruited the core team and established the business, contributing to the choice of underlying technological strategy, securing initial funding and contracts. Formed the Board of Directors and secured three rounds of funding from investors.

Partner, Marketronic Business Strategies

1997 to 2000

Formed in 1997 to provide consulting services relating to all aspects of the use of electronic media, from the formulation of strategy through to implementation. Deployed partners' expertise, including: media • marketing • international sales development • fund raising • management of high growth • direct marketing • technology.

Chief executive Officer, Cambridge Animation Systems Limited

1996 to 1997

Formed in 1990 to computerise the labour intensive, 2D-animation processes. Introduced to the Company by the investors and joined in May 1996. Responsible for stabilising critical situation, developing forward strategy and securing shareholder value. Largest shareholder decided to sell. Departed as CEO in April 1997.

Personal business projects

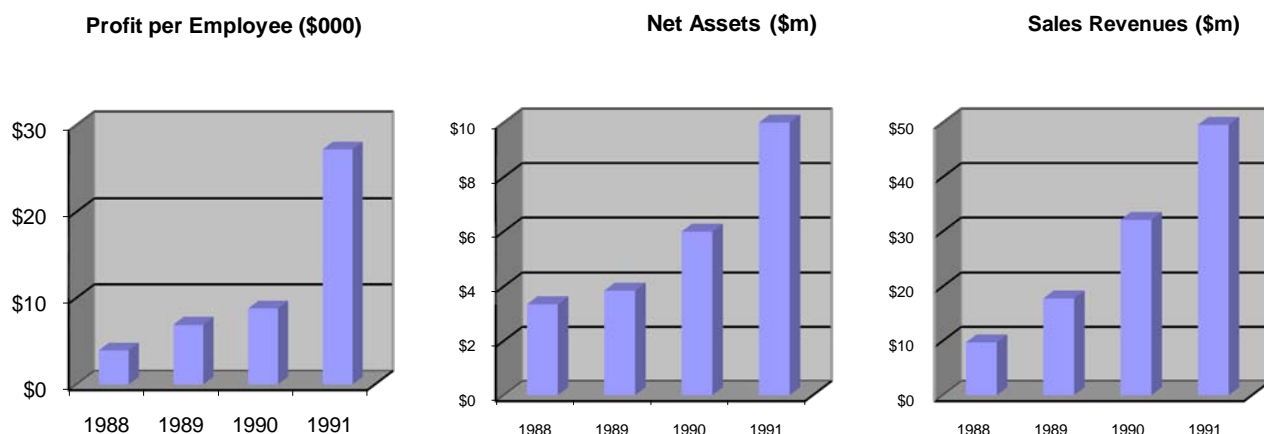
1992 to 1996

Personal studies and self-development: • technology in financial markets, including real-time trading, modelling, and data management systems • aviation including business operations and personal certification on helicopters.

Founder and Chief executive Officer, Redwood International Limited

1981 to 1992

- Formed in 1981 to develop and market business word processing systems. Took the business from sole-trader start-up, through venture capital funded growth to a successful, money-making trade sale.



- Moved product focus and activities from early microcomputers to the Unix operating system computers then favoured by business users, where no office software existed. Integrated core word processing system with spreadsheet and database functionality to produce one of the earliest comprehensive integrated office automation systems. Extended product to enable inter-operability between corporate Unix systems and PCs, as corporate users began to use the PC as a tool for information systems.
- Negotiated and closed venture capital financing: 1985: £0.5m, 1987: £1.5m, 1990: £2m.
- Continued growth and increased profitability during 1990 while seeking a corporate partner that could bring substantial increased business capacity and resources to enable the Company to maintain its dominant market leadership position as the PC market began a period of explosive growth. Redwood was bought by IMI plc in late 1991, and I departed in late 1992
- At exit: 265 employees • Offices: US:5, UK:2, Germany:2, France, Asia:3 • largest UK software products producer • \$50m annual sales • 65% of revenues from US corporate, government and military markets • 1million users • Profit per Employee exceeding \$27,000

Contact details:

Phone: +44 (0)1442-236255, Mobile: +44 (0)7802-666758, Email: pgo@peterosborn.com