Peter G. Osborn

Location: Welwyn Garden City, England, United Kingdom

Accomplished entrepreneur and business leader with proven track record building technology based ventures from start-up through to successful exits, and guiding senior decision makers through times of fast change.

Built Redwood International from sole-trader to global enterprise with 14 offices and $50m sales, achieving profitable trade sale to IMI plc. Extensive experience as executive and non-executive chairman across MedTech, FinTech, and enterprise technology sectors.

Now co-founder of PlannedData, helping established UK firms get better margins from busy operations, and trusted adviser to boards navigating growth, transformation, and exit strategies. Worked on 60+ venture capital funding rounds as principal, investor, and adviser.

- **Entrepreneurship & Scale-Up:** Founded and scaled multiple technology businesses from inception to successful exit
- **Board Leadership:** Executive and non-executive chairman roles delivering strategic growth and value creation
- **Investment & Capital:** Venture capital principal, fund manager, and exit adviser across diverse sectors
- **International Expansion:** Led US market entry achieving $30m+ annual revenues; managed operations across three continents
- **Regulated Markets:** Deep expertise in MedTech, FinTech, and compliance-driven technology sectors

Current Leadership

Co-founder, PlannedData | September 2025 – Present
Independent adviser helping established UK firms, typically 50 to 250 people, get better margins from busy operations; technology, including AI, only where it earns its place.

- Completed seven client assignments by early 2026, including a manufacturer's sales process rebuilt for £69,250 over three years, against £160,000 for a conventional CRM
- No vendor ties, so free to recommend spending less, waiting or buying nothing
- Works one fixed-fee stage at a time; the two co-founders do the core work themselves

Principal, Peter Osborn Management | 1999 – Present
Provide strategic advisory services to senior managers, boards, and shareholders in businesses managing growth, transformation, and exit. Advisory roles include mentor, executive and non-executive director, founder, investor, business adviser, and due diligence consultant across 24 sectors.

Selected Board & Executive Experience

Chairman, Flexiion | 2012 – 2025
Co-founded and chaired independent cloud specialist delivering DevOps and CloudOps as a Service across regulated and unregulated sectors. Guided strategic direction for cloud deployment solutions addressing cost optimisation, performance bottlenecks, and vendor lock-in. Supported customer base spanning early-stage ventures through established enterprises.

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Chairman, Reveal Media | 2007 – 2021
Joined to work with founder developing international leader in body-worn video technology. Led implementation of operational processes, conducted strategic review, recruited core leadership team. Supported CEO through growth from sub-£100,000 to £14m annual sales, establishing company as international market leader in law enforcement and security sectors.

Non-executive Chairman, Lucra | 2021 – 2024
Shaped proposition and organisation strategy for AML, sanctions screening, and complex payment platform targeting corporates and law firms. Positioned business for precision compliance delivery in regulated payments sector.

Investor, Chord Capital | 2009 – 2014
Joined investment team to devise investment strategy and launch Technology Accelerator Fund. Fund achieved first investments in 2010 and full investment by early 2012.

Founder & Chairman, Journey Dynamics | 2005 – 2010
Researched optimal business model to maximise returns whilst minimising market and product risks. Recruited core team, contributed to technological strategy, secured initial funding and contracts. Formed Board and secured three rounds of investor funding.

Commercialisation Adviser, Brunel University Enterprises | 2005 – 2011
Advised commercialisation team on technology transfer, business techniques, and IP exploitation opportunities.

Founder & Chief Executive Officer, Redwood International | 1981 – 1992
Founded business to develop and market integrated office automation systems for Unix platforms. Led company from sole-trader start-up through venture capital-funded growth to successful profitable trade sale.

- **International Growth:** Scaled to 14 offices globally (5 US, 2 UK, 2 Germany, 1 France, 3 Asia), becoming largest UK software products producer at time of exit
- **Financial Performance:** Achieved $50m annual sales with 65% from US corporate, government, and military markets; profit per employee exceeding $27,000
- **Market Leadership:** Achieved 1 million users and dominant market position throughout period of explosive PC market growth
- **Capital & Exit:** Successfully negotiated three rounds of venture capital financing; sold to IMI plc in 1991 whilst profitable and at peak performance
- **Team Building:** Grew organisation to 265 employees across multiple international markets whilst maintaining consistent profitability

Chief Executive Officer, Cambridge Animation Systems | 1996 – 1997
Retained by investors to stabilise critical situation at 2D animation software company. Developed forward strategy, secured shareholder value, and managed transition through to sale by largest shareholder.

Partner, Marketronic Business Strategies | 1997 – 2000
Formed consultancy providing strategic and implementation services for electronic media deployment, leveraging expertise across international sales development, fundraising, high-growth management, and technology.