

Peter G. Osborn

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Location: Welwyn Garden City, England, United Kingdom

Professional Summary

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.

Currently leading AI strategy advisory practice and serving as trusted adviser to boards navigating growth, transformation, and exit strategies. Worked on 60+ venture capital funding rounds as principal, investor, and adviser.

Core Competencies

- **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 advisor 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

Chief Executive Officer, PlannedData | September 2025 – Present

Leading independent AI and data strategy advisory practice, delivering vendor-independent guidance to business decision-makers on AI adoption and data-driven transformation.

- Successfully completed seven client assignments by early 2026, focusing on practical AI implementation aligned with business objectives
- Guide executive teams through technology selection, partner evaluation, and implementation approaches
- Deliver strategic advisory starting from business outcomes rather than technology solutions

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.

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.

Career Foundation

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.