

# John M Lunn CEng MBA FSRA

Non-Executive Director | Board Advisor | Growth, Transformation & Exit Strategy

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## Profile

Board-level leader and Chair with 25+ years' experience advising and leading growth-stage businesses through strategic inflection points including B2B scale-up, PE-backed exits, and organisational transformation. Brings direct experience of scaling and exiting a consulting business with private equity backing alongside deep expertise in culture, leadership development, and stakeholder challenge.

Comfortable as both an executive and as a non-executive sounding board for CEOs navigating complexity. Proven ability to hold the balance between constructive challenge and genuine support.

## Board Value Add

- Experienced at Board level through scale-up, PE-backed exit, and organisational reset, able to draw on direct lived experience, not just advisory perspective.
- Direct experience of exit planning and value creation in a PE-backed business from growth strategy through to transaction.
- Strong perspective on balancing B2B scale with potential B2C expansion and associated risks.
- Focus on leadership, culture, and organisational design through periods of rapid change.
- Collaborative, independent board style, supportive of CEOs while providing constructive challenge.

## Career Highlights

- **Scaled & Exited Business:** Grew Moorhouse Consulting from £5m to £25m revenue, delivering £4.5m EBITDA and a successful private equity exit. Worked directly with investors on growth strategy, governance, and exit planning.
- **Transformation at Scale:** Led large-scale digital and regulatory transformation across complex enterprise and regulated environments including Goldman Sachs, Bank of England, FCA and Sainsbury's.
- **Private Equity & Investor Alignment:** Experience aligning growth strategy, operations, and investor expectations in PE-backed environment.
- **Consumer & Brand Exposure:** Advised and supported consumer-facing organisations including Tesco, Arsenal FC, and Joules on strategy and transformation – bringing commercial perspective on B2C dynamics, brand, and customer-led growth.

## Career Overview

- **Chair – Sustainability First (2024–Present):** Chair of a not-for-profit think tank operating at the intersection of regulation, policy, and industry across the energy and water sectors. Leads strategy, governance, and senior stakeholder engagement across regulators (Ofwat, Ofgem), government, NGOs, and industry bodies.
- **Board Advisor – DO Lectures Radio (2024–Present):** Supporting the growth and commercial development of a new media platform, defining proposition, audience, and monetisation strategy. Host of 'It's Not About Trees' – a weekly leadership programme exploring how businesses navigate complexity and build resilient organisations, featuring conversations with global leaders.
- **Founder – Carbon Provenance (2023–Present):** Platform focused on traceability, trust, and nature-based solutions, combining technology (AI/Blockchain) with sustainability outcomes and emerging regulatory requirements.
- **Chief Executive Officer – Reset Consulting (B Corp) (2021–2022):** Led full business reset including strategy, positioning, and go-to-market. Secured strategic commercial wins (Tesco, Arsenal FC, BFI, Joules, Jersey Electricity). Rebuilt leadership alignment, commercial focus, and growth pipeline. Strengthened financial discipline and investor readiness.

- **Board Member & Partner – Moorhouse Consulting (2011–2020):** Led management buyout, cultural reset and scaled the business from £5m to £25m revenue. Delivered £4.5m EBITDA and successful private equity-backed exit. Built and led strategic accounts across legal, financial services, and public sector. Developed high-performing teams and expanded service lines. Worked directly with investors on growth strategy and exit planning. Supported executive teams in building scalable leadership structures. Extended the firm’s reach into the US market, leading the New York practice with clients including Goldman Sachs and the New York Port Authority.
- **Partner – PA Consulting Group (2001–2011):** Led technology-enabled transformation programmes across financial services and public sector over a decade, rising to Partner. Delivered regulatory, digital, and operational change for major institutions including Bank of England, RBS, NHS, and DWP. Included cross-border programmes: led the LCH.Clearnet engagement spanning London and Paris, and a major transformation programme for Wolseley with operations across the UK and USA. Built and scaled high-performing consulting teams of 20+ people, managing complex multi-year programmes with budgets more than £10m.
- **Programme Manager – Automotive Industry, Germany & Belgium (1995–2001):** Led delivery of large-scale robotic investment programmes for Ford Motor Company, based in Germany and Belgium, on the supplier side. Managed complex, capital-intensive programmes across international manufacturing sites, developing early expertise in large-scale industrial transformation, cross-border operations, and stakeholder management in European business environments.

## Education

- INSEAD – Senior Leadership for Sustainability (2024–2025)
- Oxford Saïd Business School – Sustainable Leadership (2022–2023)
- SOAS – Arabic (2022)
- MBA – Oxford Brookes University
- BEng (Hons) – University of Hull

## Affiliations, Languages & Interests

- Fellow, Royal Society of Arts (RSA)
- Member, Institute of Engineering and Technology (IET)
- INSEAD UK Alumni Board member
- UCL Green Board advisor
- English (Native), German, Arabic (Conversational)
- Beekeeping (producer of Lunny Honey), sustainability, nature-based solutions