James Brayshaw Bio



James Brayshaw has nearly 40 years of Geospatial, Earth Observation, Mapping, Enterprise Software and Data Management leadership experience working with both global brands and startups. James is an expert in building the commercial strategy and Go to Market for International/global businesses for rapid growth.

Most recently, he was Vice President (VP) of EMEA for Planet Labs, who operate the largest earth observation constellation of satellites. Prior to Planet he was VP EMEA for EDB, the leading Opensource Database Software company and VP at Pitney Bowes Software responsible for Mapinfo GIS, Customer Information and Data Management and Location Intelligence platforms. James spent 11 years at Ordnance Survey, the UK government’s national mapping agency and one of the world’s largest map producers, serving as Board Director, Sales, Marketing and Customer Services , helping transform the organisation from Government to a fully commercial business.

James is a Chartered Engineer and is a member of the Institution of Civil Engineers and Fellow of the Institution of Civil Engineering Surveyors.