

Name: Donna Lyndsay

Current Position: Senior Associate

Key Skills:

- Geospatial strategy development
- Earth observation
- Environmental and social risk management
- Supply chain applications of geospatial data and technology
- Executive level advocacy

Profile

Donna Lyndsay has held strategy development positions in both private and public sector organisations where she has integrated ecological frameworks with advanced geospatial analytics to create dynamic, spatially informed models of global sourcing systems. Her work helps organisations understand and mitigate environmental and social risks, enabling smarter, more resilient supply chains.

Donna is an independent consultant. She is also Vice Chair of the Space4Climate group, which supports UK leadership in creating and using trusted satellite data for climate action. In her most recent previous role, she supported the Ordnance Survey (UK) mission to be a world leader in geospatial services, delivering location insight for positive impact. Before that, she worked as a national park cartographer, an e-commerce director at Stanfords and a European Space Agency Business Applications Ambassador. She has a Master's degree in geographic information systems (GIS) with remote sensing and has completed the 'Business and Climate Change: Towards Net Zero Emissions' course from the University of Cambridge Institute for Sustainability Leadership.

Professional Experience

2025 **Strategic Advisor and Director, Lyndsay Consulting**

- A thought-leading consultancy advising companies on how to create business strategies and how to commercialise insights from geospatial and satellite data for people, planet, and profit
- Utilising her extensive network, she enables businesses and organisations to make informed decisions by leveraging geospatial and earth intelligence, driving positive change
- Support includes leveraging her extensive network to expand reseller partnerships and establish a presence in new markets and creating pathways for new product development

2020 - 2025

Business Development Director, Ordnance Survey

- Transforming the world view of OS in sustainability through innovation, collaboration, and thought leadership
- Led OS propositions and new market development initiatives with multinational corporations and government agencies in this sector, developing a 5-year strategic plan for growth
- Provided thought leadership and new products for green finance, nature-based solutions, and climate change, while ensuring location is at the heart of enabling the transition to Net Zero
- Lead the Supply Chain Data Partnership with partners Unilever, Deloitte, ESRI, SEI, Planet GS1, and GLEIF, which aims to create a new global location asset register for supply chains using AI and Earth Observation capabilities
- Lead cross-government departments in understanding nature-based finance initiatives
- Key leader of the Constellation, which includes 100 corporations globally, to help transition and decarbonise global markets, working with C-suite stakeholders internally and externally in the UK and internationally
- As a member of CGI and the United Nations SEEDs (Sustainability Exploration and Environmental Data Science) initiative, Donna led projects, including tracking pollution from space, which she presented at the COP27 metaverse
- Panellist at COP28 at the Space Pavilion and provided thought leadership for GeoAI and future products
- Worked with Bankers4NetZero (B4NZ) to help support nature-based investments in the UK and investigate how the government can support market demand
- Steering board member of the EO Data Hub, Vice Chair for Space4Climate, and advisor on the National Space Capability Strategy. Donna also provided significant bid support for OS
- Represented OS on the TNFD data catalyst

2020 - 2021

Innovation Lead, Ordnance Survey

- Supported Ordnance Survey's mission to be a world leader in geospatial services, delivering location insight for positive impact through the creation of innovative products and services with colleagues, partners, and customers
- Managed the budgets for a team of 30, including data and research scientists and agile rapid prototyping teams, as well as significant director and leader stakeholder management within the business
- Presented Earth Observation capabilities at COP26 with Tim Peak, astronaut

2019 - 2020

Commercial Director, 4 Earth Intelligence (4EI) - Earth Observation specialists

- Rebranded for relaunch in January 2020, increased brand awareness through a focused sales plan that led to significant new global opportunities
- Created a new data service based on the knowledge base from the company's successfully delivered projects, which is being trialled by several companies and data aggregators who are nontraditional users of Space data

2018 - 2019

European Space Agency Business Applications UK regional Ambassador for Southwest England and South Wales

- With the support of both ESA and the UK Government, the role was to raise awareness of the available funding instruments and to identify, promote and deliver a regular supply of commercially sustainable projects that use or are enabled by space
- Conducted outreach activities and provided advice and guidance on business ideas for the funding programme across multiple sectors in the region, by developing relationships with new and existing companies and stakeholders

2016 - 2018

Commercial Director, EarthSense

A founding director of EarthSense, which aims to be a global leader in accurate air quality monitoring and modelling to help decision-makers understand the health and environmental impact of poor air quality across the planet.

- Identified and created market and product strategies, developing brand, marketing, and communications (including web and social media), and supported business growth strategy
- Prepared business cases, forecasts, explored innovative applications, negotiated contracts, crafted bids, and managed corporate sales

2013 - 2017

Business Strategist, Bluesky International Ltd

Consultancy specialising in the business of delivering data.

- Focused on innovative applications of spatial data and the exploitation of new markets for Bluesky data and their airborne sensors
- Roles also included market research, public relations and ghost-writing, as well as business case development; created the enhanced National Tree Map product with Cranfield University

2012 - 2018

Partner, Lyndsay-Haines Consultants

Consultancy specialising in the business of delivering data.

- Provided a wide-ranging service from market research and data creation and sourcing to contract negotiation and product development
- Advised a mixture of public and private clients and helped one company grow its revenue by 20% in 3 months by supporting the redesign and marcomms of its product lines

2002 - 2012

Data Strategist, Landmark Information Group

Involved in B2B concept development for over a decade, developing products for new markets in the Environment, Energy, and Adaptation sectors.

- Initiated Landmark's Carbon Counter® business (now the SustainabilitySure suite), enabling Landmark to be the market leader
- Pivotal influence in the creation of UKMap®
- Responsibilities also included managing the data team, relationships, and contracts with all commercial and government data suppliers
- Creator of innovative concepts for next-generation products through to operational prototypes
- Undertook Horizon scanning and insights to maximize any future opportunities, identified acquisition targets
- Made Quest acquisition recommendation, which became core to growth opportunities

2000 - 2002

E-commerce Director, Stanfords, Long Acre, London

- Development of a digital, marketing and communication strategy for the digital mapping agencies at Long Acre and Bristol
- Development of e-commerce strategy, as well as establishment of an effective supply chain

1998 - 2000

Business Development Manager, Image processing software company Earth Resource Mapping, Egham, Surrey

- Increased business via expanding the reseller network and markets within Europe, Africa, and the Middle East
- Established Local Government and environmental markets for the core company product within EAME
- Ghost wrote articles for the company

1990 -1998

GIS Manager, Exmoor National Park

- Implemented and developed the GIS and IT strategy for Exmoor National Park
- Responsible for all IT procurement, training, and support.
- Implemented the Planning and Countryside Access Management systems of the Park and established remote access sites for employees and visitors
- Donna took a sabbatical in 1997-98 to pursue Master's, during which she developed a system for automated moorland classification using remote sensing techniques

Qualifications

2022	Business and Climate Change: Towards NetZero Emissions, University of Cambridge Institute for Sustainability
1997 - 1998	MSc Geographical Information Systems with Remote Sensing, (Distinction), Greenwich
1993 - 1996	Diploma in Environment and Development, Open University (Year 3 Third World Development, (Distinction), year 2 Environment (Distinction), year 1 Social Science (Pass)
1990 - 1992	BTEC National Certificate in Cartography and Surveying (Distinction), Somerset College of Arts and Technology (SCAT)
1983 - 1988	BTEC National Diploma in General Art and Design (merit), 1989, SCAT

1983-88 4 A levels in Geography, Art History, English, Art; 8 O levels (including English and Maths)

Contribution to Publications and Papers

Syms, P. (2008). Previously Developed Land: Industrial Activities and Contamination. Germany: Wiley, chapter 7 on GIS

McInnes, Rachel N. et al (2017). Mapping allergenic pollen vegetation in the UK to study environmental exposure and human health: Science of the Total Environment, Volumes 599-600, Pages 483-499, Elsevier

Worrell, Fred et al (2025) Using Earth observation to develop a health index for peatlands: Science of the Total Environment, 970 (2025) 178956, Elsevier

Memberships and Affiliations

Board memberships

Current: Earth Observation Data Hub Steering board member, SustainableFinance.Live advisory board. Expert Advisor for Verifiable.Trade. Previous: Vice Chair, Space4Climate; Ad hominem member of the UKSA Earth Observation Advisory Committee.

Taskforce membership

Department of Innovation, Science and Technology, Earth Observation Infrastructure taskforces on data licensing and infrastructure; New Towns Taskforce. Digitalization of Trade Taskforce.

Collaboration

Supply Chain Data Partnership; World Wildlife Fund and Task Force for Nature-Based Financial Disclosures Global Nature Data Public Facility; CGI United Nations Sustainability Exploration and Environmental Data Science (SEEDS) initiative.

CV last updated - September 2025