PHILPIN

ABOUT JOHN

About John

Stop solving the wrong problem really well

John Philpin is a business strategist with over 30 years of experience helping organisations align people, purpose, and performance. He has lived and worked in the UK, USA, and now New Zealand - working with startups, scale-ups, and global enterprises across technology, media, sustainability, and organisational design.

Frameworks have guided John's thinking throughout his career, anchored in a methodology he calls **Structured Thought**. At its core is the **Business Equation**, a model that cuts through the language of business to create a shared vocabulary that's clear, approachable, and understood by all.

John's Structured Thought approach helps leaders peel back the layers, avoid false starts, and stop solving the wrong problem really well.

When it comes to your business, his focus is on **Systems of Engagement** - sales, marketing, business development, and the enterprise-wide connective tissue that drives the momentum needed for growing revenue and profit. In a world increasingly governed by compliance, where **Systems of Record** are designed to protect and preserve what already exists, John operates at the edge of possibility, helping organisations imagine, reach, and win what they don't yet have. His belief: growth doesn't come from ticking boxes, but from bold positioning, intelligent execution, and meaningful connection.

Whether building go-to-market strategies, expanding into new markets, driving investment readiness, or shaping performance cultures, John is known for his clarity, candour, and ability to translate complexity into action. He partners with ambitious leaders ready to grow, lead, and connect, because in business, real expansion starts where engagement meets execution.

Because growth doesn't come from managing what you have, it comes from engaging with who you haven't reached. Yet.