

Technologist (CEng), innovator, consultant, and researcher.

I work at the intersection of human systems and technological innovation, applying systems thinking to identify and develop trailblazing projects across sectors — from enterprise AI and software to regenerative agriculture, from web3 and digital identity to the very essence of business. No matter the domain, I bring relentless energy to foster collaboration, align teams, and challenge the status quo to help unlock high-value opportunities.

ENTERPRISE AI

2024 - **UNNAMED LABS** **AMSTERDAM**
2025

I developed the concept and the partial realisation of supersoftware — software that is itself symbolic AI — for **unparalleled neurosymbolic integration with LLMs**. Inspired by biological processes, the approach moves software beyond mechanistic assembly towards an ecology of self-referential differentiation. **Organisations that adopt supersoftware become more adaptive, cooperative, and competitive.**

AGRI-FOOD SECTOR

2018 - **OPEN FARMING** **LONDON AND AMSTERDAM**
2023

I created this protocol cooperative to grow our capacities to farm wisely and feed ourselves well. Open Farming replaces agricultural innovators' monopoly rights under legal code with revenue share under software code. **This classic Donella Meadows intervention is good for regenerative agriculture and good for business.**

Partners include the EAT Foundation, the Institute for the Cooperative Digital Economy, and the P2P Foundation. Open Farming was adopted by the UN Environment Programme's Good Food Finance Network and considered integral to the design of the \$10 billion agri-food finance cornerstone planned for COP28.

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Publications

[Supersoftware](#), white paper, 2025

[Introducing Open Farming](#), 2023

[Human identity: the number one challenge in computer science](#), Generative Identity, 2022

SSI: Our Dystopian Nightmare, chapter of the *Self-Sovereign Identity* book, Manning, 2021

Decentralization: a deep cause of causes you care about deeply, World Wide Web Foundation, 2016

The Meaning of Business, in dialogue with the (Peter) Drucker Forum, 2016

The Future of Organization, a Slideshare with 29k views, 2014

Attenzi – a social business story, with Social Media Today, 2013

The Business of Influence, Wiley, 2011; reprinted 2012

Influence Strategy, *The Balanced Scorecard Report*, Harvard Business, 2011

Digital Marketing, chapter of *The Marketing Century*, Chartered Institute of Marketing, Wiley, 2011

WEB3 + DIGITAL IDENTITY

2018 - **AKASHA FOUNDATION** **ZUG**
2022

AKASHA was established by Ethereum co-founder Mihai Alisie. As the Foundation's research lead, I became a leading critic of self-sovereign identity (SSI) and **developed the concept of [generative identity](#)**. My work influenced Dutch government policy and helped prompt an open and collaborative review of the SSI principles.

CONSULTING

2009 - **EULER PARTNERS** **LONDON AND AMSTERDAM**

Consulting on the ethical, equitable, and open application of technologies in complex systems.

Client consulting includes:

- MEEM, a (co-)operating system for community dapps — worked with the CEO on mission, vision, and business model
- Global airline — developed the social business strategy to build trust, save money, and grow market share
- Multi-£bn growth equity fund — digital education workshops for the CEOs and chairs of investee companies

Highlights

- Presented at the RadicalxChange Conference on Decentralized Society
- Presented at the Humanetics workshop series alongside Prof Margaret Levi, Vitalik Buterin, and Prof Bryan Ford
- Invited by Glen Weyl, co-author of *Radical Markets*, to critique the book's *Data as Labor* chapter
- Founded the Digital Life Collective, a co-operative of 200+ like-minds exploring cooperation-at-scale
- **Developed the Influence Scorecard, augmenting the Balanced Scorecard to assist the design, transition to and management of the social and responsive business**
- **Invited to No. 10 Downing Street to discuss the application of the Influence Scorecard in government**
- **Invited by Harvard Business to contribute to the Balanced Scorecard Report (2011)**
- Designed and convened the UK's first Internet of Things conference with sponsorship by Intel, Qualcomm, and the CEA
- Chaired a Royal Society event with Sir Tim Berners-Lee
- Chaired the UK launch of IPv6 with a keynote from Vint Cerf.

Advisory roles

Mentor, Kernel

2022 -

Helping innovators, builders, thinkers, and creatives deepen their understanding of technology and its application.

Director, techUK

2005 - 2016

techUK is the industry association for the UK's tech sector representing 800+ tech companies, from Fortune Global 500 companies to innovative start-ups. I was elected twice by the membership to serve three-year periods on the main board, subsequently serving on both the main and operations board by invitation of the President and the CEO. Advisor to techUK's policy team on privacy, the EU's GDPR, IPv6, IoT, and questions of Internet governance.

Member of the Expert Network, Centre for the Analysis of Social Media, Demos

2012 - 2015

A collaboration between Demos and the Text Analytics Group at the University of Sussex.

Director, 6UK

2010 - 2012

6UK was a not-for-profit organisation formed by the UK Government's Department for Business Innovation and Skills to promote and foster the use of IPv6-based communications.

PHILIP SHELDRAKE

DIRECTOR AND TECHNOLOGY ANALYST

1998 - **RACEPOINT GLOBAL (PREV. FUSE)** **LONDON**
2009
Racepoint Global, an award-winning integrated marketing communications consultancy, acquired Fuse in 2006, a company I co-founded in 1998.

I led new business development, thought leadership, and technology and digital consulting, helping to build an international client base and a network of partners to deliver programmes in Europe, Asia, and North America. Clients included Mozilla, ARM, Sony, Fujitsu, Nominet, Brunel University, and the RIPE NCC.

CO-FOUNDER & CEO

2005 - **ONONEMAP** **UK**
2007
Europe's first Google Maps mashup. Contributed to the early Open Data movement by publishing Environment Agency flood data in a more accessible format in 2007, an initiative that earned references in both Houses of the UK Parliament.

CEO

2000 - **NOCHEX** **UK**
2002
Europe's first e-payment service, becoming the number one such service on eBay(UK). Helped establish a multi-£m operation, and worked with Her Majesty's Revenue & Customs to articulate the requirements of registered electronic money issuers.

INDUSTRIAL ENGINEERING MANAGER

1997 - **MARS** **UK**
1999
I was hired for my fluency in the Toyota Production System / Lean Manufacturing to help improve one particular factory. The unit won *Management Today's* **Best Process Factory Award** at the end of my tenure.

Qualifications

Certified Warm Data Lab Host,
The International Bateson Institute,
2018

Doctoral research training programme, The University of Southampton, 2017

Chartered Engineer (CEng),
Engineering Council (UK), 2006

Partial completion of MSc
Engineering and Industrial
Management, 1996 (all but
dissertation — co-founded a new
business instead)

**Member of the Institute of
Engineering & Technology (IET)**,
1994

**BEng Manufacturing
Engineering and Management**,
University of Nottingham, 1993