KIRSTEN OSBORN



Job: Managing Director

Company: -

Responsible for business strategy, operations and performance. Setting direction at regional level, developing senior talent, and fostering a high-performance, inclusive culture. Driving commercial growth, profitability, and market positioning. Acting as a trusted advisor to C-suite client stakeholders.

Inclusive	Impact-driven	Authentic

The skills I use most in my job... Business strategy + execution - connecting initiatives to business goals, market context, and long-term value; turning strategy into roadmaps and measurable results

- P&L management - owning financial performance, making data-driven decisions to drive sustainable revenue growth, increase profitability and manage financial risks
- Inclusive leadership and people development - creating environments where people thrive, with an emphasis on inclusion (including neurodiversity) and psychological safety
- Stakeholder influence and relationship building - building trusted, senior-level relationships with clients and partners to deliver lasting client impact

• Transformation leadership - leading complex, organisation-wide change programmes, aligning strategy, people, process, and technology to deliver measurable impact

The most interesting thing I've worked on in my career so far... With a product and consulting background, I've worked across a diverse range of business contexts and problem spaces in the public and private sector. I enjoy this variety as it keeps the challenges fresh and interesting, and enables me to think strategically and creatively about how to deliver value.

What inspired me into digital and tech...I fell into digital transformation and product management whilst working in local government. At the time, digital transformation was key to delivering financial savings, and I found this type of work most interesting.

My educational background is... My academic background was originally in languages. I studied Arabic with Middle Eastern and Islamic Studies at university. In 2022 I completed my MBA as part of a level 7 senior leader degree apprenticeship. I also hold professional certifications in cloud and platform, agile, programme and project management, and lean.

What advice I'd give to girls thinking about a career in digital and tech... Explore different types of role to see what you enjoy the most and plays to your strengths. Keep an open mind about roles and opportunities, as tech is constantly evolving. Build your network, and find mentors and champions. Keep updating your tech skills to remain valuable in a competitive market.