



LONDON
BUSINESS
NETWORK



DRIVING GROWTH WHEN IT MATTERS MOST

Trusted AI-Ready Board Adviser to Businesses & Governments on Commercial and Sovereign Growth • UK ⇄ Global Trade & FDI • Digital, AI & Cyber Governance

WILFORD AUGUSTUS

UK ⇄ GLOBAL GROWTH ADVISER

DIRECTOR | FORMER MAYOR | FRACTIONAL EXECUTIVE





WHAT I DO • WHO I AM

UNITED KINGDOM ⇄ EUROPE ⇄ AMERICAS

Delivering Structured Cross-Border Commercial Execution, I Derisk UK ⇄ Global Market Access Complexity. I Drive Commercial & Sovereign Growth • International Trade & FDI • Digital, AI & Cyber Governance:

- Operating as a strategic catalyst for **cross-border market access** between UK ⇄ Global Economic Corridors, I help **mid-market businesses** (£3M-£100M) scale and **governments** attract bilateral trade and foreign direct investment (FDI).
- As the **Director** of London Business Network, **Former Mayor** of Chesham, Buckinghamshire, England, and an **AI-Ready Board Adviser**, I bring international executive leadership experience grounded in business and public service, underpinned by lived experience across the United Kingdom, Europe, and the Americas.

GROWTH MODEL

CONNECT → SET UP → SCALE

UNITED KINGDOM ↔ EUROPE ↔ AMERICAS

PRIVATE SECTOR MARKET ACCESS

BUSINESS & CORPORATE

In-Country Commercial Development



Connect → Networking → New Opportunities.

- Curated High-Level Networking Experiences
- Personalised Commercial Introductions



Set Up → Market Entry → Business Readiness.

- Market Research & Go-to-Market Strategy
- London Launchpad & Business Presence



Scale → Market Access → Growth Execution.

- Market Access UK, Europe, Americas
- Fractional Board Advisory
- Executive Leadership Coaching

PUBLIC SECTOR MARKET ACCESS

GOVERNMENTAL & INSTITUTIONAL

In-Country Economic Corridor Development



Connect → Networking → New Opportunities.

- Curated High-Level Networking Experiences
- Personalised Commercial Introductions



Set Up → Market Entry → Business Readiness.

- Nation Branding Audit for Trade & FDI Attraction
- Economic Corridor Development Support



Scale → Market Access → Growth Execution.

- Market Access UK, Europe, Americas
- Fractional Board Advisory
- Executive Leadership Coaching



GROWTH OUTCOMES

LEADERSHIP GROWTH



- Board Oversight
- Strategic Alignment
- Impartial Judgement
- Analytical Rigour
- Stronger Leadership
- Improved Performance

TOP-LINE GROWTH



- Revenue Growth
- New Customers
- Greater Demand
- Strategic Partnerships
- Stronger Pipeline
- Market Expansion

BOTTOM-LINE GROWTH



- Increased Profitability
- Productivity Gains
- Cost Reduction
- Reduced Risk
- Cyber Resilience
- Operational Efficiency

INTERNATIONAL GROWTH



- New Markets
- Export Growth
- FDI Growth
- Global Partnerships
- International Influence
- Global Reach

ONE STRATEGIC FOCUS • FOUR PILLARS • ONE STRATEGIC OUTCOME

GROWTH MANDATES

With a career supporting global organisations including EY, Kimberly-Clark, and the United Nations, high-growth ventures backed by Santander, a host of SMEs alongside cross-border public bodies — I now specialise in driving growth, delivered across four distinct mandates via four centres of excellence within the LBN Ecosystem.



1) BOARD GOVERNANCE & EXECUTIVE LEADERSHIP COACHING

Supporting organisations as a Fractional Chairman or Executive Leadership Coach, I **derisk governance and human complexity to drive leadership growth**. I strengthen boards and equip leadership with the acumen required to scale in complex global environments. **Delivered via London Leadership Review.**



3) EFFICIENCY SYSTEMS & DIGITAL GOVERNANCE

Operating as a Fractional CDO, I **derisk technological complexity to drive bottom-line growth**. I help organisations increase profitability through AI-assisted efficiency and cyber resilience. **Delivered via Smart-Host Technologies.**



2) REVENUE SYSTEMS & COMMERCIAL EXECUTION

Advising organisations as a Fractional CMO, I **derisk commercial complexity to drive top-line growth**. I build pipelines and demand generation solutions that drive consistent revenue. **Delivered via Growth Marketing Global.**



4) INTERNATIONAL TRADE & FDI FACILITATION

Representing clients as a Fractional Economic Development Adviser, I **derisk cross-border market access complexity to drive international growth**. I help mid-market businesses (£3M-£100M) scale and governments attract bilateral trade and foreign direct investment. **Delivered via London Business Network.**

WHY BUSINESSES AND GOVERNMENTS ENGAGE ME

I operate as a trusted external executive adviser and strategic co-delivery partner, brought in selectively where high-level judgement, public or private sector market access, and execution credibility are decisive.

Senior leaders in **business** and **public bodies** engage me for my extensive cross-border experience, cross-sector insight, and access to a globally connected network, enabling them to navigate complex environments, operate with confidence, and **unlock growth in the UK & Global Markets.**





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DIRECTOR'S FRAMING

London Business Network was founded on a simple observation: Markets do not open through visibility alone; they open through *trusted relationships*.

Built around the way London actually works across business, civic life, and culture, **we convene the right people, in the right rooms, for the right commercial opportunities.**

Our approach is underpinned by my London-anchored international executive leadership experience, **grounded in business and public service**, delivering:

- Private-Sector Execution and Public-Sector Insight
- AI-Ready Board and Cross-Border Leadership
- High-Value, Low-Volume, Relationship-Led Growth





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REQUEST A PRIVATE CONVERSATION

If you believe your business or organisation would benefit from structured market access to London's business, governmental, and investment ecosystem to drive growth, I invite you to schedule a private conversation. **Book a free online discovery meeting via our website today!**

www.londonbusinessnetwork.uk





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EXECUTIVE ADVISORY RATE CARD

CROSS-BORDER FRACTIONAL BOARD EXECUTIVE & EXECUTIVE LEADERSHIP COACH

	HOURLY ADVISORY	-----	£750 + VAT
£	HALF DAY STRATEGIC SESSION	-----	£2,500 + VAT
	FULL DAY STRATEGIC ENGAGEMENT	-----	£4,500 + VAT

Indicative rates. Engagements scoped according to mandate, duration, and complexity. Bespoke retainers and long-term advisory contracts are available upon consultation and fit.