

Greg Freeman

I help boards and founders scale what matters.



50%+

GROWTH DELIVERED

7,000

FOLLOWERS

1,200

SUBSCRIBERS

4

INDUSTRIES

PROFILE

Greg Freeman is a growth operator and board advisor. Over 15+ years he has delivered 50%+ growth across medicolegal, technology, FMCG and travel, as an operator who owned the number rather than a consultant who advised on it. He builds the operating models, teams and systems that let businesses scale without scaling headcount in lockstep.

He writes Without Prejudice, an independent fortnightly read with 1,200 subscribers and 2,000+ reads an issue, and is known for seeing what matters before others do.

WHAT I BRING TO A BOARD

- > Commercial and growth judgement, from someone who has carried the number
- > Operating-model and scale expertise: people, process, automation
- > Practical AI adoption and transformation, built and measured
- > An independent, trusted public voice in the sector

HOW I WORK

- Board, advisory and non-executive roles
- Fractional growth leadership
- Private mentoring (by application)

EXPERIENCE

MEDirect (now) · Index Medicolegal · Lex Medicus · Expedia Group · Dairyworks. 15+ years in growth, partnerships and commercial leadership.

OPERATING PRINCIPLES

Judgement over intelligence

Systems over heroics

Strategy is deciding what not to do

Leave people, organisations and systems stronger than I found them

SPEAKING TOPICS

- > The real bottleneck: why growth stalls in service businesses
- > AI in professional services: augmentation, not replacement
- > Growth that transfers: the fundamentals behind 50%+ across four industries
- > Operating models that scale without breaking

WITHOUT PREJUDICE

The independent read on medicolegal.
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