

PETER VON IRLE
MANAGING PARTNER

Not many people prefer Monday morning to the weekend – but Peter is one of the few. A true polymath with a passion for the game of growing businesses, chances are that whatever sector you're in and whatever challenge you're facing in your business, Peter has been there and done that. As a result, he's able to coach founders and business leaders to scale to profitability far more rapidly than they'd do on their own.

Peter combines his educational foundation in law (with a focus on the complex discipline of international tax and corporate transactions) with hands-on work as a founder in the startup world in verticals ranging from commercial construction development to import-export and international finance. Wanting to apply the knowledge, experience, and capital he'd acquired, Peter spooled up an Emerging Market Venture Capital syndicate to invest in early-stage companies, taking an active role in their scale-ups and strategy that includes BoD and BoA seats.

Peter's done a deep dive into the gamification of business, exploring ways to give leaders cutting edge tools to manage, grow and increase the value of their organizations. Entrepreneurs that participate in workshops with Peter emerge with a richer experience, a larger reward, amplified returns and the hands-on knowledge to back it all up. They've been exposed to a range of topics based on their specific needs, including identifying an exit flight path, defining a unique value proposition, creating strategic moats to protect their market position, articulating KPIs and standardizing processes, delving into the gamification of business, establishing an invigorating corporate culture, demystifying finance and sharpening the impact of branding and communication.

Personally, Peter is an adrenaline and health junkie whose worldview can be summed up as follows: "One day your life will flash before your eyes. Be sure it's worth watching."

