

Peter Khoury

Chief Executive Officer

Leadership, Growth Strategies, Legal Counsel, M&As, and Business Expansion Expertise
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Professional Overview

Enterprising, growth-focused and results-driven, with extensive experience in transforming and scaling businesses, unlocking full potential through strategic, high-impact leadership and drive exponential growth.

Exceptional leadership and communication skills, with ability to understand business and market trends, clients' needs, and subsequently develop and justify new business propositions to drive sustainable growth.

Recognised for leading organisations autonomously, with full P&L responsibility, developing future-ready strategies, establishing the operating models and processes, and consistently delivering measurable results.

Adept at navigating complex international regulations and public-company standards, with specialised expertise in negotiating complex employee and third-party contracts, mitigating legal and compliance risks.

Skilled in cultivating high-performance, multi-cultural teams, streamlining operational, technical & legal processes to optimise fiscal performance, and drive business agility within highly regulated environments.

Career Highlights

- Achieved rapid growth, break-even, and profitability within the first 12 months of launching and building new enterprises and practices across multiple jurisdictions from scratch.
- Secured substantial growth funding (€5 to 50 million) for several business across multiple jurisdictions.
- Divested several non-profitable subsidiaries, reducing the monthly burn rate by 75% and the creditor amount by 40%, transforming the troubled public company into a competitive resilient organisation.
- Led a global change initiative that cut costs by 23%, saving over €100m+ in capital expenditures.
- Reduced operating expenses by 38% in the first year for a global management consultancy firm, developing and implementing ISO 9000 across the entire organisation.
- Developed a Go-To-Market strategy and re-organised a multinational telecommunications company by creating Centres of Excellence in various functional areas.
- Assessed and implemented exit strategies for companies, including drafting M&A agreements, commercial contracts, and conducting due diligence investigations on target organisations.
- Expanded a global consulting practice in a pre-IPO environment to over €25m within just 5 years.

Key Skills & Expertise

Executive Management & Strategy	Start-up and Scaling-up Experience	Commercial Contract Negotiations
Multi-Site Operations Management	Business Transformation & Growth	KPIs & Performance Improvement
Budgetary & Full P&L Management	Restructuring, IPOs & Business Exit	Building High-Performance Teams
Revenue & Market Share Increase	Go-to-Market Strategy Development	Communication & Decision Making

Career Experience

ATAI Systems, London, UK

Executive Director & Legal Counsel

Jan 2025 to Present

Responsible for all elements of business leadership and the provision of legal counsel at ATAI Systems, a leader in wholesale GPU compute platforms and cloud services, specializing in advanced AI solutions.

Provided governance oversight and consultancy on launch product strategies and product introductions.

Key role in provision of solutions for businesses, research institutions & technology innovators globally.

Oversaw senior-level corporate governance with direct legal oversight of end-to-end technology development and innovation, including advising the Board of Directors on strategic decisions.

Developed and implemented a go-to-market strategy for expansion into the UK, Ireland, and Europe.

Key contributions and successes:

- Led the roll-out of AI solutions across new and existing data centres in the UK and Europe
- Established and embedded the robust legal framework for launching European operations
- Achieved significant success in securing over £50 million in debt finance and equity funding
- Created a comprehensive suite of legal services, including financing & shareholder agreements

Touchstone Corporation, Europe & North America

CEO, COO, CCO, Non-Exec, Board Advisory, General Counsel

Jun 2013 to Present

Responsible for the provision of consulting services and expertise through own consultancy, offering a suite of executive leadership, operational and legal support / general counsel services to a portfolio of key clients.

Provided global companies with expert advice on revitalising and modernising operations, whilst serving as a Board Director, taking ownership for overseeing governance, financial stability, and business strategies.

Acted as General Counsel with international experience in business, commercial, corporate, employment, and intellectual property (IP) law.

Led several liquidity events, including initial public offerings and exits to venture-capital-backed enterprises.

Key contributions and successes:

- Developed a global strategy for rapid expansion into North America, Asia-Pacific, and Europe
- Delivered aggressive 75% cost-reduction initiatives to enhance overall shareholder value

Laser Light Communications, US & London, UK

Interim President & Legal Counsel

Aug 2024 to Dec 2025

Responsible for the development and management of Laser Light's elastic global data distribution platform, which integrated software, fibre, and satellites into a secure, automated, and agile "always on" service.

End-to-end project lifecycle management and delivery, encompassing planning, scope, risk, and issues.

Key contributions and successes:

- Developed and implemented a Go-To-Market strategy for expansion into the UK, Ireland & Europe
- Established, embedded and oversaw the legal framework for launching European operations

Genesis Technical Systems Ltd, Calgary, Canada & London, UK

CEO & General Counsel

Jan 2016 to Dec 2023

Responsible for strategic business leadership and direction in industrialising transformative technology for internet and broadband carrier services, securing subsidies and private investments for operational growth.

Upon joining Genesis Technical Systems, the company had raised circa \$10m from angel investors with a runway of less than 3 months and a valuation of \$15m, lacking proof of concept and commercial traction.

Tasked with urgently restructuring the company, developing a Go-To-Market strategy and a robust product development roadmap to facilitate roll-out of commercial products, generating long-term revenue streams.

Led the expansion of foreign operations and global markets, developing and maintaining a portfolio of 100+ patents across 10 jurisdictions, whilst simultaneously negotiating key stakeholder contracts.

Served as outside counsel in intellectual property (IP), corporate, contract, and employment law for clients spanning the UK, Canada, and the US markets.

Increased the company's valuation to \$130m, representing a return on investment of over 15 times.

Key contributions and successes:

- Raised over \$50m in private and VC investments to enable global sales expansion
- Built a multi-hundred million-dollar sales order pipeline in target markets internationally
- Engineered groundbreaking internet and IT technology, resulting in several granted patents
- Managed, oversaw & protected a portfolio of 60 patents across five families in 10 jurisdictions
- Developed a proof of concept over 2 years, followed by another two years to reach beta status
- Secured heads of terms for commercial product development in Canada, the US, and the UK
- Raised over \$35m in private investment, extending the funding runway to more than 12 months
- Industrialised innovative new game-changing technology for internet/broadband carrier services

Early Career

Chief Executive Officer | IPSOL Energy Ltd, London, UK
Executive Director | New Energy Networks Ltd with Triple Point LLC (VCT), London, UK
Chief Executive Officer | BridgeTech Industries LLC, San Francisco, CA
Chief Executive Officer | World Surveillance Group Inc. (WSGI), Miami, FL
Chief Executive Officer | Avventa Worldwide Inc., Washington DC, Kiev, Ukraine, San Jose, Costa Rica
Senior Advisor, Restructuring | Egon Zehnder Int, London, UK
Founder & Chief Executive Officer | ICS Inc., UK, US, EMEA & ASIA-PAC
Principal Consultant | Digital Equipment Corporation, Sydney, Australia & Clonmel, Ireland
Systems Engineer | IBM, Sydney, Australia

Education

City Law School, London	Bar Vocational Training Course (VC)
The University of Law, London, UK	Post Graduate Diploma in Law with Distinction
University of Sydney & Imperial College London, UK	BEng (Hons) in Chemical Engineering
University of Sydney, Australia	BSc (Hons) in Computer Science & Pure Mathematics

Affiliations, Licences & Patents

- Non-Executive Directorship, Institute of Directors (IoD)
- Fellow of the Institute of Directors (FIoD)
- Near-End Crosstalk Cancellation, US 503815186 · Filed May 5, 2016

Awards & Honours

- ABB-Kent Taylor Prize for Best Design Project, University of Sydney; Chemical Engineering Department

Additional Information

Nationality: Irish and Australian Citizen, with indefinite leave to remain in the UK,

Excellent references available upon request