



JAMES STRETTON

Founder & CEO

James is the Founder and CEO of FlockFinder, where he focusses on bringing his technical experience and farming knowledge together to help modernise the industry.

With over a decade of experience in investment banking and professional services, James has successfully led projects to design, build and deliver cutting-edge technologies in highly complex and pressured environments.

James' family have reared sheep for generations and his farming background puts him in a unique position where he has insight into both modern farming challenges and market leading technologies.

James is passionate about using his knowledge and experience to deliver a new generation of technology into the agricultural industry, for the benefit of all UK farmers (his family included).





TOM NEELD

Founder & CTO

Tom has a PhD in machine learning from University College London and a wealth of experience in data science and software development. He has held Senior Data Scientist roles with top professional services firms and the London Stock Exchange.

He is highly skilled in building technical solutions that solve real-world problems and is passionate about leveraging his expertise to help revolutionise the industry and deliver tangible benefits to British farmers.

In particular, he is interested to see what insights could be derived by combining modern statistical and machine learning methods with livestock data. Such analysis could be very informative to farmers and help them efficiently run their businesses.





EDWARD STRETTON

Head Shepherd & Industry Expert

Although not technically a founder, Ed is an essential part of the FlockFinder team. Ed has been passionate about farming his entire life and comes from a rich family heritage of sheep farmers which stretches back over six generations. Being from the Romney Marsh, he has a natural passion for the history of the 'Romney' breed and has been a champion of its continuation, along with the traditional methods by which they are farmed.

Ed runs his own farm and uses his expansive knowledge to advise other farmers on best practices and common issues. He has won multiple awards for the quality of his produce including 'Best Carcass' and 'Best in Show' categories – so he really knows his sheep!

He is a well respected figure in the industry and has an expansive network of contacts which continue to provide valuable insights into the team, ensuring the FlockFinder platform delivers real-world benefits to farmers.

