

Gary Lumsdon

CFO, Magnific

Gary Lumsdon runs the financial strategy behind Magnific's growth. He evaluates bold bets, brings key stakeholders along on the journey, and builds the foundations that let Magnific move fast without losing direction.

He started as a physicist with the UK Ministry of Defence. His childhood dream was to be an astronaut. In his own words, the career has taken him somewhere else entirely. After retraining as an accountant with KPMG and moving into corporate finance with Ernst & Young during the dot-com boom, he spent years working across private equity through industries being remade by technology. Eventually, he chose to join the disruptors. For the past ten years, he has sought out companies unafraid to redefine how they operate and reshape their markets. Magnific is the latest — and most ambitious — of those bets.

His conviction: as AI raises the floor for what anyone can create, the standard for exceptional work rises with it. Monet's great insight was that the subject wasn't the object; it was the perception of it. That level of intention is where real talent will always set itself apart.

When he's not in the numbers, Gary is in motion. Sailing with his family, diving the Galapagos and the Ningaloo Reef, with his sights set on the skies next. There's always another horizon.

"Monet didn't paint the object; he painted the perception of it. This is not what AI can generate, but what a human can direct it to mean."

— Gary Lumsdon, CFO, Magnific