

John Auburn Joins ReOrbit as Chief Strategy Officer

HELSINKI, FINLAND - July 1st, 2022

ReOrbit is delighted to welcome [John Auburn](#) to the team as Chief Strategy Officer (CSO) and as a Member of the Board.



John will bring extraordinary value to ReOrbit's vision of pushing the space industry into the uptake of the next generation of satellites and services. As a provider of state-of-the-art software-defined satellites at market-leading prices, ReOrbit is currently expanding its position within the communication and data connectivity segment. John will support the ongoing exploitation of ReOrbit's first product line, today consisting of space systems for Data Relay Applications and Small Communication Satellites in GEO. John will also support the market entry of ReOrbit's second product line, the avionics and flight software core, whose design philosophy can enable multiple kinds of missions. John will support the overall company strategy, decision-making processes, and commercial activities, alongside his other external activities.

John has almost 40 years of space experience including 6 years at ESOC as a flight dynamicist and director-level responsibilities at SCISYS, Vega, Telespazio, and Astroscale. His career has been dedicated to successfully building space companies and establishing long-term customer relationships as well as strong Government and Industrial partnerships. His most recent achievement is to build Astroscale UK from a startup to the largest space company at the Harwell campus with very strong government support and significant R&D contracts.

“I am extremely excited to join ReOrbit at this critical time in their growth and help them expand their business globally whilst achieving technical and delivery excellence. I look forward to supporting all aspects of their business from raising capital, winning contracts through to technical review and final product delivery” - says **John Auburn**.

“We are honoured to welcome John on-board ReOrbit in this strategic leadership role. John joins our team at a really exciting time as we have gained good inbound traction over the last six months. His vast experience will both help us to convert these potential opportunities into contracts as well as accelerate the scaling of our organisation with the aim to become market leaders within this segment.” - says **Sethu Saveda Suvanam**.

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