

Mariam Crichton New Managing Director of 4 Earth Intelligence



4 Earth Intelligence (4EI), an international earth observation company, has appointed Mariam Crichton to the role of managing director. Crichton joins the 4EI executive team at a time when satellite imagery has an increasingly important role, providing evidence to support decisions relating to the protection of the planet, its population and activities.

She brings with her nearly 20 years of management experience in digital, media and geoinformation, with a specific focus on scaling up innovative tech companies. Mariam Crichton is currently the only woman of colour to hold a managing director position in the UK geospatial sector.

The Crucial Role of Satellited-derived Intelligence

"I am excited to be joining the [4 Earth Intelligence](#) executive team at a pivotal time as it transitions from start-up to scale-up," commented Mariam Crichton. "Satellite-derived intelligence has a crucial role to play in climate resilience preparedness, corporate responsibility planning and the growing use of geospatial intelligence (GEOINT) to meet regulatory and consumer demands for situational awareness, transparency and monitoring.

"My focus will be on developing a product vision that utilizes extensive earth observation experience and expertise so that 4EI is best placed to respond to and meet this demand for global governance intelligence, whilst maintaining an inclusive environment with equal opportunity for all," she continued.

"The 4EI team is as diverse as our customers are, and we believe this is one of our strengths as we know that this inclusion sparks new ideas and empowers us to connect, grow and belong," added David Critchley, CEO of 4 Earth Intelligence. "Mariam has an instinctive talent in product innovation which requires both creativity and strategic thinking and we are delighted to welcome her to the team. She also brings a deep expertise in GIS, a keen eye for business opportunity and a determination to unite the different talents required to deliver the 4EI vision."



Mariam Crichton with her executive team.