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Amanda Brock: Driving Open Technology and Collaboration as CEO of OpenUK



AMANDA BROCK
CEO
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IndustryTrends

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Amanda Brock, the CEO of [OpenUK](#), has transformed the organization into one of the most recognizable open technology entities globally. With a career spanning over 25 years in law before transitioning to a leadership role in 2019, Brock has been instrumental in shaping OpenUK into a unique and impactful organization focused on open technology. Her work has redefined how open source software, hardware, and related technologies are understood and implemented in businesses across the UK and beyond.

From Law to Open Technology Leadership

Before assuming the role of CEO, Amanda built a successful career as a lawyer specializing in technology and open source software. Law provided her with a deep understanding of corporate dynamics and risk management, skills that have significantly contributed to her current success. Reflecting on the value of risk, she believes that calculated risks are essential for growth, both personally and professionally.

“Risk is not inherently negative; it is about understanding and managing it to drive progress,” Amanda has often stated. This perspective was pivotal in her decision to shift careers, leaving behind a stable legal career to embrace the challenges of building OpenUK.

The Journey of Excellence

When Amanda joined OpenUK in 2019, the organization was in its nascent stages, requiring foundational work to establish its identity and operations. Her initial challenge involved securing funding to sustain the organization, including her own salary. Over five years, OpenUK has evolved under her leadership, becoming a globally recognized name in open technology advocacy and collaboration.

ecosystem, regardless of their employment approach ensures that the organization OpenUK also stands apart by not accepting sponsorships, public sector funding



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Role of Open Source in Modern Industry

Amanda emphasizes that open source software forms the backbone of most modern digital infrastructure. Recent industry reports show that 96% of software has dependencies on open source, while 77% has open source origins. This widespread adoption highlights the transformative role of open source technologies in areas such as cloud computing, mobile devices, gaming, and AI.

"Businesses rely on open source software as the foundation for digital services and data-driven innovation. Educating people on how open source, data, and AI work together as open technology is critical," Amanda asserts.

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Open source is particularly vital in data management and generative AI tools, enabling companies to leverage their data effectively. By fostering secure digital transformation and promoting open collaboration, OpenUK ensures that businesses remain at the forefront of innovation.

Expanding Beyond Software to Open Technology

Under Amanda's leadership, OpenUK has embraced a broader vision, focusing not only on open source software but also on open hardware, open data, open AI, and open standards. This holistic approach reflects the interconnected nature of these technologies and their combined impact on the modern digital landscape.

This foresight led to the adoption of the term "open technology" to describe the organization's purpose, which is rooted in UK leadership and global collaboration. By bringing together local communities and advocating for cohesive policies, OpenUK aims to create a sustainable ecosystem for open technology.

Policy Advocacy and Global Collaboration

OpenUK is the second organization in the world established to focus on policy work related to open technology. Amanda, who has over 30 years of experience in this domain, has been a driving force behind policy initiatives that promote openness and innovation. Her expertise extends to editing "Open Source Law, Policy and Practice," a book published in its second edition by Oxford University Press in 2022.

Through her advocacy, Amanda ensures that OpenUK influences legislation and policies beneficial to the open technology community. Recognizing the global nature of open source collaboration, she envisions the establishment of similar organizations worldwide to promote local engagement and international cooperation.

The Importance of Educating the Next Generation

rostering learning opportunities and technology community, the organization drive future innovation. This commi technology movement remains sust



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Future Plans and Vision

Looking ahead, OpenUK plans to expand its influence globally while maintaining its focus on fostering local communities. Amanda believes that as open source becomes increasingly mainstream, the organization must continue to innovate and adapt to new challenges.

Her leadership and vision have already positioned OpenUK as a trailblazer in the open technology space. As the organization explores partnerships and initiatives to further its mission, it remains committed to driving progress through collaboration, education, and advocacy.

Amanda Brock’s journey from legal expert to CEO of OpenUK exemplifies how vision and determination can transform an organization. By championing open technology and fostering a community-driven approach, Amanda has not only elevated OpenUK’s stature but also highlighted the importance of openness and collaboration in today’s digital world. Her leadership continues to inspire others to embrace innovation and drive change, ensuring that the open technology movement thrives for years to come.

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