

Will Bradley
Director and Founder
Gmax Technology Ltd

Will Bradley first invented devices to measure equine heart rates around 2010, which led to the launch of Gmax Technology, which was then spun out in 2012 and began its partnership with Total Performance Data in 2013.

Bradley's first job was with a radio frequency identification (RFID) tracking start up, after which he was approached to join Cambridge Design Partnership to lead their projects related to GPS and wireless tracking as well as pioneering various prototype medical devices.

Will Bradley graduated from Cambridge University with a Master's Degree in Engineering.