



Media & Press Bio – Mark Lyford

Mark Lyford is a straight-talking, battle-tested entrepreneur with over 35 years of experience building, breaking, and rebuilding real businesses.

From brokering racing pigeons worldwide at 16 to building a multi-million-pound online empire in his 20s, Mark's entrepreneurial journey is anything but ordinary. He's made millions, lost it all (more than once), served time in prison, and rebuilt his life and career from the ground up — without the fluff or fake promises most so-called "gurus" preach today.

In the late 90s, Mark capitalised on the early internet boom and built a successful online adult entertainment businesses. By his mid-20s, he was living the dream in The Bahamas. But a storm of bad decisions, ego, and misplaced trust brought it all crashing down. Bankruptcy and a prison sentence followed.

For most, that would've been the end. For Mark, it was just the beginning of a brutal, honest comeback.

After rebuilding from scratch, he quietly launched dozens of ventures across SaaS, publishing, niche e-commerce, AI, and livestock breeding. Today, he runs multiple businesses, including:

- **RealEntrepreneur.com** – A global platform for real, no-BS business builders
- **ApexSystem.biz** – A powerful SaaS platform for entrepreneurs and agencies
- **Accrusoft.com** – AI business tools for startups and growing businesses
- **PioneerPigeons.com / RacingPigeonInternational.com / PioneerSyndicates.com** – Revolutionising the global sport of pigeon racing

Mark doesn't speak in soundbites. He tells the truth — even when it's uncomfortable. Whether he's advising entrepreneurs, appearing on podcasts, or speaking at events, his message stays the same:

"I've been broke, bankrupt, and behind bars — and I'm still building. What's your excuse?"

He's also the author of Rebel Entrepreneur and the forthcoming 365 Real Daily Thoughts for Business & Life and 10 Brutal Truths About Building a Real Business. His work has helped thousands of founders ditch the hype and start building things that actually work.

Topics Mark is known for:

- Raw, real-life entrepreneurship
- Rebuilding after failure or bankruptcy
- Ethical business in niche industries
- The dark side of "success" no one talks about
- AI, automation, and lean digital strategy
- Building movements around micro-communities
- Mental resilience, reinvention, and execution over ego

Location: East Midlands, UK (available globally for virtual and in-person media)

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