



A HOW I WORK

TOUGH ON STANDARDS. TENDER ON PEOPLE.

High standards and real care go together.

SEEK FIRST TO UNDERSTAND. THEN BE UNDERSTOOD.

I listen and observe before I comment.

KNOW WHAT GOOD LOOKS LIKE. THEN DEFINE GREAT.

People know the standard and what to stretch for.

B CORE CAPABILITIES

AI agents, applications and custom automation

Business diagnosis and practical improvement

Commercial judgement and whole-business leadership

Staff training, facilitation and technology change

Client scoping, delivery and review

SEE THE BUILD



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SMARTER SYSTEMS. BUILT, NOT JUST RECOMMENDED.

Business consultant and former CEO who builds AI agents, web applications and custom automations for his own business and clients. Combines hands-on AI work with whole-business judgement, process improvement and helping people adopt new ways of working. Built an agent-based learning platform for an accounting firm and led technology and culture change as CEO of an approximately 50-person professional services firm. Brings experience diagnosing business challenges, developing practical plans and supporting implementation through coaching, workshops and follow-up.

01 SELECTED PROFESSIONAL EXPERIENCE

FOUNDER AND COACH

Jan 2013 – Present

Kris Mac / Leadership Uncaged

- Build AI agents, web applications and custom automations for my own business and clients, shaping tools around practical tasks and helping people use them.
- Built an agent-based learning and development platform for an accounting firm, designed to tailor lessons and resources to each learner's starting point and turn firm material or legislative changes into learning content.
- Diagnose business, people and performance challenges with owners and leadership teams, then turn priorities into practical plans, accountability and follow-up.
- Design and facilitate tailored workshops, small group programmes and one-to-one coaching to build capability and support new ways of working.
- Scope and manage consulting engagements from proposals through delivery and review.

CHIEF EXECUTIVE OFFICER

May 2018 – Aug 2021

McIntyre Dick and Partners, Southland

- Led a chartered accounting and business advisory firm of approximately 50 people, accountable for strategy, financial performance, client relationships and governance reporting.
- Led technology and digital change to modernise operations and client service, connecting improvement decisions with business priorities.
- Developed the leadership team's ability to coach, delegate and lead change in their areas of responsibility.
- Made personal development, education and empowerment central to the firm's strategy and culture.
- Implemented a talent development framework with career pathways and mentoring connected to organisational priorities.

The coaching practice has run alongside several employed roles.



C EDUCATION

Certificate in First Line Management
New Zealand Defence Force

Certificate in Small Business Management
Te Wānanga o Aotearoa

D DIGITAL CAPABILITY

Microsoft 365, Google Workspace, CRM systems, Notion and Canva.
Practical work with ChatGPT, Claude, AI agents, web applications and custom automations for my own business and clients.

E REFEREES

Available on request.

02 EARLIER EXPERIENCE

BUSINESS DEVELOPMENT MANAGER

Feb 2015 – Apr 2017

Malloch McClean, Invercargill

- Designed and delivered business growth projects and sales strategies for the firm and clients, including the agricultural sector.
- Used market analysis to inform strategic decisions, built client relationships and supported team development through coaching and workshops.

SERVICES ACADEMY DIRECTOR

Mar 2010 – Jun 2013

Aurora College, Invercargill

- Designed and ran a structured academic and leadership programme for students at risk of leaving school without qualifications.
- Worked with teaching staff, school leadership and the NZ Defence Force Youth Development Unit to deliver development and outdoor training.
- Supported engagement in learning and preparation for employment or further education.

OWNER

Jan 2007 – Mar 2010

CrossFit Dunedin

- Founded and ran a coaching-led fitness business, managing sales, operations, staff, programming and community building.

ARMY SERVICE INCLUDING PHYSICAL TRAINING INSTRUCTION

Nov 1999 – Feb 2007

New Zealand Army, Burnham

- Designed and delivered practical training supporting physical capability, resilience and operational readiness; deployed to Timor-Leste.
- Adapted adult instruction to individuals and groups and advised personnel, units and commanders on physical training.