

DOUGAL MAC GREGOR

Executive Consultant / Business Management & Software Development

Executive consultant with over 15 years of experience solving business challenges and securing multi-million dollar investments. Highly focused on process improvement, automation, and executive leadership coaching, with background in research and teaching.

✉ dougal@dmga.dev

in www.linkedin.com/in/dougalmg/

📍 Vancouver, BC, CA

🌐 <https://www.dmga.dev/>

HIGHLIGHTS / NOTABLE ACHIEVEMENTS

Investment & Fund Procurement:

Experience securing 7- and 8-digit investments multiple times.

ROIs & Exits:

Responsible for the international acquisition of a 500-staff company, and the return on investment of other projects.

Investor Decks & BPs:

Success persuading directors and investors to make investments, through detailed Pitch Decks and comprehensive, market validated and data-backed Business Plans.

Market Penetration:

Experience penetrating highly contested markets (red oceans) with high innovation and carefully designed go-to-market strategies.

Product & Market Validation:

Success designing and executing mass-scale surveys with thousands of participants and other market research, to validate feasibility of product ideas and business plans.

Inter- and Cross-Disciplinary Management:

Success working with, leading, and bridging the gaps between disciplines; art, design, research, engineering and business, among others.

Industry Agnostic:

Demonstrable ability to learn and adapt easily and quickly to any industry, at any scale and stage, acquiring a growing wealth of diverse experience that enriches teams.

EXPERIENCE

Principal Consultant | [*Dougal Mac Gregor & Associates, CA / U.S.A. / MX*](#) 2007 – Present

Provide business management and innovation coaching, enabling business stakeholders and their teams to solve challenges, develop improved workflows, and implement customized solutions.

Executive Consultant & Software Engineer | [*GT Consulting, MX*](#) 2016 – Present

Consultant to the executive leadership team, providing critical organizational strategy, budget planning, risk assessment, and team development. Oversight of the marketing and software departments.

Executive Consultant & BI Analyst | [*SensoDrive Technology Corp., CA*](#) 2020 – Present

Provide business intelligence, marketing, general business strategy, and UI/UX design consulting services. Assist with onboarding and mentoring of interns and new hires.

Consultant, Web Development Support | [*KABAM Games Inc., CA*](#) 2021 – 2022

Support the web development team at KABAM by ensuring corporate and project-specific websites meet the necessary design and business needs across multiple devices and platforms.

Consultant, Game Development | [*Unannounced Independent Game Projects*](#) 2020 – 2022

Design and develop complex collision-detection systems, responsive UI tools, 3D voxel matrix editing tools to extend game engine's capabilities, and other physics, gameplay and economy design tasks.

Certification Specialist, Quality Assurance | [*KABAM Games Inc., CA*](#) 2019 – 2021

Test and verify that games meet Apple's App Store and Google's Play Store guidelines and requirements before publishing. Preparation of onboarding and documentation. Map 500+ screens with LucidApp.

Consultant, UXR Analyst | [*Centre for Digital Media, CA*](#) 2018 – 2019

Collaborate with designers and engineers to develop Virtual Reality prototypes for [*Archiact*](#) and [*VGHS-CESEI*](#). Co-author of [*published paper*](#) in [*SAGE Journal*](#) on the feasibility of using VR for CPR-training.

EXPERIENCE

Consultant, Special Projects | *American Institute of Monterrey, MX* 2015 – 2017

Design and develop masterplan for the new AIM Preparatory School campus and curriculum. Design and implement pilot Makerspace program with 4th graders. Deliver workshops for teachers and staff.

Consultant, Business Innovation | *EJE TRES Creative Labs, MX* 2015 – 2016

Design and develop workshops for all ages using CGI software, 3D printers, laser, CNC, casting, wood machinery, textiles, and paint shop tools to prototype products in collaboration with business incubators.

Consultant, Business Development | *Games Workshop WHMTY, MX* 2015 – 2016

Co-Founder, CEO | *Praeter Labs, MX* 2011 – 2017

Co-Op, Principal Student Researcher | *Lamar University, TX, U.S.A.* 2012 – 2015

Bilingual Teacher, Learning Designer | *Brighton School (ICYL), MX* 2010 – 2011

Associate Instructor, 3D Modeling | *D4 University (D4 Reality), MX* 2009 – 2010

Internal Course Auditor, Quality Control | *D4 University (D4 Reality), MX* 2008 – 2010

Intern, Jr. Mechatronics Workshop Assistant | *Fischertechnik, MX* 2007 – 2008

EDUCATION

Master of Digital Media | *CDM; SFU, UBC, BCIT, and ECUAD, Vancouver, BC, Canada*

B.Sc. in Communication, Corporate | *Lamar University, Beaumont, Texas, U.S.A.*

Various Diplomas & Certificates | *Canada, U.S.A., and Mexico*

CORE SKILLS

Team Building & Leadership | *Interdisciplinary*

Pipeline Methodologies | *Lean, Agile Scrum*

Project Management | *Jira, Asana, Trello*

Teaching & Coaching | *Hands-on*

UI-UX | *Adobe, Figma, Penpot, LucidApp*

Front-End | *Flutter, ReactJS, Bootstrap*

Back-End | *NodeJS, MySQL*

Version Control | *Git, GitHub*