

KRIS MACLELLAN

Former CEO. Leadership consultant. AI builder.

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01 PROFILE

For more than 25 years I have helped people change how they work: as an *Army instructor*, a *school programme director*, a *CEO* and a *consultant* to business leaders.

As CEO of McIntyre Dick and Partners, a ~50-person chartered accounting and advisory firm, I led a deliberate shift to a people-focused culture built on development, education and empowerment. Since 2013 my practice has delivered one-to-one coaching, group programmes, workshops and strategic planning across many industries. I now build AI agents, apps and custom automations for clients and coach their people to use them well.

02 SELECTED IMPACT

01 WHOLE-OF-FIRM TRANSFORMATION

Moved a ~50-person firm from a traditional structure to a people-focused organisation as CEO.

02 LEADERS WHO CARRY CHANGE

Developed a leadership team to coach, delegate and lead change in their own areas.

03 PROGRAMMES THAT CHANGE BEHAVIOUR

Designed the Aurora College Services Academy programme with the NZDF Youth Development Unit.

04 AI PUT TO WORK

Build AI agents, apps and automations for clients, then coach their people to adopt them.

03 EXPERIENCE

Founder, Leadership & Business Coach

2013 - Now

Kris Mac | Leadership Uncaged · Coaching and consulting practice

- Deliver one-to-one coaching, small group programmes, workshops and strategic planning for business owners and leadership teams across many industries.
- Diagnose performance and people challenges, and design interventions that fit each client's context, capability and pace.
- Design and facilitate leadership cohorts, including The Uncaged War Room.
- Build AI agents, apps and custom automations for clients and advise where AI adds value.
- Win and run engagements end to end: proposals, scoping, delivery and review.

Chief Executive Officer

2018 - 2021

McIntyre Dick and Partners · Chartered accountants & business advisors, Southland · ~50 staff

- Led the firm's transformation into a people-focused organisation, with personal development, education and empowerment central to strategy and culture.
- Developed the leadership team to coach, delegate and lead change in their own areas.
- Introduced learning, mentoring and career development initiatives tied to firm performance.
- Led technology and digital change to modernise operations and client service.
- Accountable for strategy, financial performance, client relationships and governance reporting.

CORE CAPABILITIES

Organisational change

- Culture transformation
- Change leadership
- Operating model
- Technology change

People & talent

- Leadership development
- Coaching & mentoring
- Adult education
- Programme design
- Career pathways

Consulting delivery

- Workshop facilitation
- Strategic planning
- Business development
- AI agents & automation

EVIDENCE MAP

Direct		12
Transferable		2
To develop		2

All 16 requirements in the role, mapped against my career. Explore the evidence behind each one in the companion app.

SERVICE

NZ ARMY · CORPORAL

Physical Training Instructor, 1999-2007. Operational deployment to Timor-Leste.

WHAT 25 YEARS TAUGHT ME

People change when the standard is clear and the coaching is personal.

03 EXPERIENCE, CONTINUED

- Business Development Manager

2015 - 2017

Malloch McClean · Chartered accounting & business advisory, Invercargill

 - Designed and delivered business growth projects and sales strategies for the firm and its clients, including the agricultural sector.
 - Used market analysis to identify opportunities and shape strategic decisions.
 - Built long-term client relationships and supported team development through coaching, training and workshops.
- Services Academy Director

2010 - 2013

Aurora College, Invercargill · Ministry of Education-funded Services Academy

 - Designed and ran a structured academic and leadership programme for students at risk of leaving school without qualifications.
 - Partnered with teaching staff, school leadership and the NZ Defence Force Youth Development Unit on leadership development and outdoor training.
 - Kept students engaged in learning, helped them gain qualifications and prepared them for work or further study.
- Owner

2007 - 2010

CrossFit Dunedin · Coaching-led fitness business

 - Founded and ran the business: sales, operations, staff, programming and community building.
- Physical Training Instructor, Corporal

1999 - 2007

New Zealand Army, Burnham

 - Deployed on operations to Timor-Leste.
 - Designed and delivered training in strength, conditioning, endurance, resilience and close-quarter combat to keep personnel operationally ready.
 - Supported soldiers' mental resilience, wellbeing and leadership development through team-based training.
 - Advised individuals, units and commanders on physical training, and ran gym facilities.
 - Trained adult learners of every background and adapted instruction to individuals and groups.

04 HOW I LEAD CHANGE

01

DIAGNOSE BEFORE PRESCRIBING

Start with the people doing the work: what helps them grow, and what gets in the way.

02

LEADERS OWN THE CHANGE

Build the leadership team's capability so the change keeps moving when I step back.

03

PILOT SMALL, SCALE WHAT WORKS

Agree the evidence up front, test with one team, then expand, adjust or stop.

04

TECHNOLOGY SERVES PEOPLE

Use AI to free up time and sharpen judgement, with a human check on every output.

AI & DIGITAL

Claude & Claude Code
BUILD, AGENTS, WORKFLOWS

ChatGPT & OpenAI Codex
BUILD, PROMPTING

AI agents & automations
DEPLOYED FOR CLIENTS

Web applications
INCLUDING THIS CV'S COMPANION APP

Notion · Canva · Google Workspace
· Microsoft 365 · CRM

EDUCATION · NZQA

National Certificate in First Line Management (Level 4)
LEARNING STATE · 2008

Certificate in Small Business Management (Level 4)
TE WĀNANGA O AOTEAROA · 2007

National Certificate in Fitness (Level 3)
SKILLS ACTIVE · 2006

Adult Education & Training unit standards (Levels 4-5)
INCL. WORKPLACE ASSESSOR · 2006

REFEREES

Available on request.

COMPANION APP

Meet the person behind the CV.

Explore my leadership experience and take away a practical prompt for people and change. Built with AI assistance.

meet.coachkrismac.com

