Founder Biographies

David McLauchlan – Chief Executive Officer (CEO) and Co-Founder

David spent nearly eleven years at Microsoft Corporation (Redmond, WA) prior to leaving in September 2011 to co-found Buddy. While most recently David led business development for Microsoft's Zune hardware business, he has spent many years in Microsoft's Windows division and prior to that in the Server & Tools division working on the Visual C++ product. His international business development experience is considerable, having amassed over a million miles of global business travel fostering relationships and closing deals for Microsoft. In addition to his work in various product groups at Microsoft, David represented the company in several international standards setting organizations, most recently with the USB Implementers Forum and the Consumer Electronics Association. Over the years he's also worked with the Digital Living Network Alliance (DLNA), the Bluetooth SIG and the IEEE Printer Work Group.

Prior to joining Microsoft, David was a management consultant at PricewaterhouseCoopers in Melbourne, Australia, and prior to that was a professional pianist in Adelaide, Australia.

David holds a Master of Engineering: IT, Telecommunications & Business Management, and a Bachelor of Electronic Engineering (Hons.) – both from the University of South Australia.

Jeff MacDuff – Chief Technology Officer (CTO) and Co-Founder

Jeff spent over twelve years at Microsoft Corporation (Redmond, WA) prior to leaving the company in June 2011 to co-found Buddy. His experience working with devices and software is extensive, having held management positions in the Windows Embedded Business at Microsoft, working on UX and app platform technologies for a wide range of devices, including industrial automation and automotive. Jeff has worked on products such as Windows Phone 7, Origami, Windows Automotive and Silverlight for Windows Embedded, where he focused particularly on performance and flexibility for embedded hardware and software devices. Prior to this, Jeff had management responsibility in the Windows Printing and Imaging team, with focus on application compatibility with 3rd party printer drivers. His work in this group required building distributed and load balanced test infrastructure to support substantial test matrices.

In Jeff's role as CTO of Buddy, he has responsibility for the overall architecture of the Buddy Platform, as well as topology planning and is head of development.

Jeff is a Seattle, WA native and when not working on Buddy enjoys spending time with his wife and two kids.