

# GLOBAL TECHNOLOGY SUMMIT



## David McLauchlan

Chief Executive Officer and Co-Founder  
*Buddy Platform*

David spent nearly 11 years at Microsoft Corporation, leaving in September 2011 to co-found Buddy Platform. While most recently David led business development for Microsoft's Zune hardware business, he 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. David has traveled the world closing inbound and outbound licensing deals for Microsoft with partners and customers in the consumer, enterprise, B2B and component industries. 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. He is the co-founder of TVinteract, LLC which develops software that allows on-air TV talent to curate and display social media in real time. David was an advisor for the Technology Partner Network for the Bill & Melinda Gates Foundation for close to three years. He currently serves as a mentor for Innovyz START and is an advisor for Bluedot Innovation.

Before 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.

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