



Bradley MacMaster, BSc, MBA, CA, CMC

experienced entrepreneurial financial executive in transition to academia

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Objective: To leverage my entrepreneurial experience, innovativeness and research capabilities into relevant, pragmatic research and programs that will help practitioners and students improve their effectiveness in entrepreneurial organizations; and, to collaborate with other academics and associations in our domain to expand useful knowledge in this exciting and critical field!

Research: I am presently a PhD researcher at The Hunter Centre for Entrepreneurship – University of Strathclyde (Glasgow, UK), supervised by Dr. Colin Mason (University of Strathclyde) and Dr. J. Brock Smith (University of Victoria, BC, Canada). My research interests focus on enhancing the performance of entrepreneurial teams by investigating the factors and outcomes related to exemplary performance, the contextual constitution of & challenges to effective working relationships, and entrepreneurial learning / cognition processes, as well as leveraging the results to assist practitioners and students through teaching programs, coaching and consulting.

Teaching: I am / have been an adjunct lecturer at Ryerson University (Ted Rogers School Management), and the Universities of Waterloo (School of Accounting & Finance), Guelph-Humber (Department of Business), and Management Centre Innsbruck (Austria; Executive MBA Program). I have taught numerous courses in accounting, finance, marketing research and leadership at the undergraduate (all years) and graduate (MBA) levels. My teaching style is highly interactive, focused on enhancing student engagement by formulating effective approaches to learning for a variety of learning preferences, the relevance of course content to careers, and by truly bringing reality into the classroom. Perhaps this has contributed to receiving the Faculty Appreciation Award from the Guelph-Humber Students Association and being nominated by students at two universities for the TV Ontario's Best Lecturer competition. I develop many of my own teaching materials including published cases in marketing research and accounting.

Professional Qualifications / Education: I am a Chartered Accountant (Ontario, Canada) and Certified Management Consultant (Canada). I earned an MBA (Management Science, Marketing) and a BSc (Math & Physics) from McMaster University (Ontario, Canada).

Business Experience: My professional background includes a decade-long career as a management consultant and accountant, employed with top-tier CA firms and as a self-employed financial services advisor to entrepreneurial enterprises. Business-wise, I have been an executive shareholder in several ventures – both private and public – in a variety of industries, from foodservice to advanced manufacturing / high technology, most often taking on the CFO role. As a key member of the entrepreneurial management team of a machine vision enterprise, I was responsible for corporate strategy development, finance, acquisitions, taking the company public, listing it on the Toronto Stock Exchange and helping to manage its growth to capture the top spot on Profit Magazine's 100 Fastest Growing Companies in Canada (1996).