

## Contact

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(LinkedIn)

## Top Skills

Data Analysis  
Football Coaching  
Football

## Languages

English

## Certifications

ISTQB - ISEB Certified Tester -  
Foundation Level (CTFL)  
AWS Business Professional  
Enterprise Design Thinking  
Practitioner  
Level 2 Data Analysis in Football  
Student Member

## Honors-Awards

Sales Professional of the Year 2013  
Shortlisted for Young Entrepreneur  
of the Year 2015  
Emerging Entrepreneur Finalist 2017

# Liam McDowell

Founder & CEO, SHOT – AI powered sport-tech clubhouse uniting athletes, coaches, fans & parents. Culture. Performance. Commerce. Community. #SportTech #SportsCulture #AlinSport  
Greater Cambridge Area

## Summary

As a serial entrepreneur and leader, I specialise in turning vision into reality, creating opportunities for people to succeed and driving impactful results for clients, communities, and partners.

Driven by curiosity and a “get it done” mindset, I’ve built companies that have created hundreds of careers, generated millions in revenue, and served both big-name enterprises and thousands of B2C customers. I’ve taken ventures from start-up to exit and then led P&Ls within larger organisations.

Beyond business, I’m passionate about making a direct positive difference to lives, from serving as a Trustee for children’s charities and a local community hub, founding a Code Club, and establishing and coaching Girls’ football teams, through to establishing and leading SHOT to expand the impact I can make.

## Current Focus:

I am the Founder & CEO of SHOT, the digital clubhouse for global sport culture. My focus is on executing our mission: to unify sport’s digital landscape.

Our platform integrates three core pillars:

PERFORM: AI-driven coaching and development tools.

PULSE: Real stories, drops, and community culture.

LOCKER: Curated merch, collabs, and gear.

We are not just an app; we are a community-driven and ambassador-owned movement built to scale. A fundamental part of our model is impact, with 2% of all revenue donated to power access to sport for youth.

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## Experience

### SHOT

Founder & CEO

January 2024 - Present (1 year 10 months)

SHOT | The Digital Clubhouse for Global Sport Culture

#####

TAKE YOUR SHOT. OWN IT. MAKE IMPACT.

SHOT is building the digital identity layer for sport where culture, performance, and community come home.

In a world of fragmented apps and hyper-personalised feeds, SHOT unifies the 4B+ people who live and breathe sport. Whether you play, coach, watch, wear, or create, SHOT is your home. At the core is your Sport Head ID, a verified digital passport that powers access, performance, and recognition across everything you do in sport.

The platform blends:

PERFORM: AI coaching tools and development frameworks

PULSE: Real stories, drops, and community culture

LOCKER: Merch, collabs, and gear that means something

IMPACT: 2% of all revenue funds social impact powering access to sport for the next generation

We serve a global movement of athletes, fans, coaches, creators, and community leaders — from the street kid with no pathway to the chart-topping artist repping football bars.

SHOT is not just an app. It's a new infrastructure for sport culture , ambassador-owned, community-driven, and built to scale.

### Beyond the Quarter

2 years

Partner

2023 - Present (2 years)

Beyond the Quarter works with ambitious founders and CEOs to scale their businesses without losing their soul. They combine founder-led advisory,

curated peer groups, and the Build on Purpose framework to turn ambition into action and embed values into growth.

I sit in the partner group as The Catalyst, a founder and leader in tech and professional services consulting who turns ideas into reality. I work with mission-led founders to cut through noise, sharpen strategy, and build tangible products, services, and market-defining propositions. My role spans ad-hoc strategic input for scaling leaders through to embedding commercial clarity, cultural alignment, and execution discipline in high-growth environments.

In parallel, I provide advisory to Mechanical Rock, supporting their leadership in positioning, strategy, and growth, aligning modern product and platform building with commercial impact.

Advisory Shareholder (UK) - Mechanical Rock UK  
February 2024 - Present (1 year 9 months)

Helping launch the Mechanical Rock UK business by forming the SLT, GTM strategy and platform for scale.

We are here to solve the problems that most teams lose sleep over. A collective of elite developers, designers, and tech trailblazers united by a shared mission: To continuously reimagine what's possible at the horizon of an ever changing tech landscape.

We're explorers, early adopters, innovators, and craftspeople dedicated to perfecting every stage of the software development process.

Our team lives and breathes the DevOps philosophy. When it comes to code, design, data, and user testing; every move we make is with intention. Creating technology that enables humanity to thrive.

Our clients engage us to achieve high priority outcomes at speed, which we do. But more than that, we deliver in a way that gives our clients the confidence to innovate and try new things. By contributing software of substance to leading enterprises, we help our clients stay ahead of the competition. Allowing them to operate confidently, even in the presence of doubt, while always moving forward, reassured by the technical expertise and cultural presence of our team.

We are the creative minds behind <https://devops.games/> and the team responsible for <https://wayfinder.ninja/>

## Alirity

### Director & Advisor

November 2020 - August 2024 (3 years 10 months)

Alirity work with organisations to make positive, impactful change through their data, strategic choices, people and capabilities. The team support and provide expertise to organisations and personnel on their change and digitalisation journeys. Ensuring they are able to adapt, respond and thrive through the utilisation of talent and technology.

As Director (then advisor from 2023), I was part of the leadership responsible for defining and executing the vision and strategy for revenue and business growth.

#### Achievements:

- ▶ Rebranded to Alirity from The Analysts
- ▶ X 10 headcount growth including graduates, interns, apprentices and experienced hires
- ▶ X 5 revenue growth with multiple new clients to reach £4m+ in 2022
- ▶ Established the business platform to build future success
- ▶ Listed by the FT as one of the fastest growing consultancies in Europe

## ACUE

### Director & Advisor

December 2020 - December 2022 (2 years 1 month)

Founded in 2020, ACUE was a technology consultancy that focused on agile software engineering consultancy and delivery.

As Director, then Advisor (from Dec 2021), my role was to support the shaping of the vision, strategy for growth and advise the leadership team on execution.

#### Achievements:

- ▶ Within 12 months grew to 20 employees generating c. £2m revenue per annum
- ▶ Won multi-year agile transformation and software engineering contracts
- ▶ Invested in R&D to develop IP
- ▶ Formed strategic partnerships with Tier 1 System Integrators

## TPXimpact

Managing Director - Private Sector

2020 - 2021 (1 year)

London

Part of the Senior Leadership Team responsible for defining the go-to-market strategy for the Private Sector. Whilst also working with a team of entrepreneurial business leaders (that I had worked alongside prior to IPO) to initialise and bring together multiple separate companies (within The Panoply plc group) into a single technology delivery organisation.

## NTT DATA UK

8 years

Senior Director & Practice Lead, Engineering Excellence

2018 - 2020 (2 years)

London, United Kingdom

Member of the UK Senior Leadership Team and Global Engineering CoE, responsible for establishing and leading the engineering excellence consulting and delivery practice for NTT DATA UK.

Significant achievements:

- ▶ Led the MagenTys management team, directly responsible for setting the vision and executing the strategy for developing a leading software engineering consultancy
- ▶ Successfully initiated and executed the acquisition of MagenTys by NTT DATA
- ▶ Established strategic partnerships with technology vendors such as Atlassian, Hashicorp, Azure, AWS, Docker and Cucumber as well as the wider community to develop capabilities and skills
- ▶ Delivered solutions for SMEs and enterprise organisations such as Ustwo, Pillar, Hiscox, M&S, Misguided, Photobox, Channel 4, Companies House and EE

Managing Director & Co-Owner, MagenTys

2012 - 2018 (6 years)

London, England, United Kingdom

Led the strategic and commercial aspects of MagenTys to grow the business from 5 people to a multi-£m business working with clients such as Ustwo, Ford, M&S, Bank of America, L&G, Companies House and Aldermore Bank to deliver Agile Software Engineering / Cloud / DevOps consultancy

Initiated the acquisition by NTT DATA and executed the integration over the following 2 years.

#### Founders Pledge

##### Pledged & Delivered

January 2017 - January 2018 (1 year 1 month)

Donated a % of my MagenTys exit to good causes

#### TACtics

##### Founder & Managing Director

2016 - 2018 (2 years)

London, United Kingdom

Established Tactics to provide testing and agile contractors into the Insurance and Automotive industries.

Grew to £1m in year 1 and then merged business into MagenTys.

#### fl3x

##### Founder

2014 - 2017 (3 years)

London, United Kingdom

Established a retail technology company focused on building connected but decoupled digital ecosystems.

Won and delivered eCommerce design and build for clients. Merged business into MagenTys.

#### Exec Resources

##### Founder

2012 - 2014 (2 years)

London, United Kingdom

#### Horton International, Captial International, PSD Group

##### Senior Consultant

2006 - 2012 (6 years)

London

Executive Management Consultancy and Executive Search

## Education

The London School of Economics and Political Science (LSE)  
MBA Essentials · (2017 - 2018)

East Surrey College  
Aerospace Engineering · (2001 - 2003)

Ifield Community College  
GCSE · (1998 - 2001)