

KEY PERSONNEL



Wayne Dartnall
CHIEF EXECUTIVE OFFICER

After starting a number of businesses in his teens and twenties, Wayne has worked primarily in the IT and Telco sectors. He has been the architect and driving force behind some of the most successful network and systems management service offerings in New Zealand and the UK, establishing and growing new multi-million dollar businesses.

Wayne has also founded, grown and sold a number of start-up companies, including Network Solutions, EMS Global and Bizo. Along the way, he has completed several VC funding rounds, and has received a number of technical and business industry awards, including the selection as a finalist in the Ernst & Young Entrepreneur of the Year.



Jon Ackland
CO-FOUNDER, CHIEF PRODUCT OFFICER

Jon is an internationally regarded exercise physiologist and sports performance consultant with more than 20 years of experience in high performance analysis, prescription and motivation. He enjoys outstanding results with his athletes, with multiple world titles and international success across rowing, triathlon, cycling and America's Cup (sailing) squads. Jon is the author of nine books on high performance and endurance training, two of which are used as University texts (the best-selling Power to Perform and Complete Guide to Endurance Training).

In the area of sports performance technology, Jon is a prodigious serial inventor and has developed a wide range of successful training systems and products. An experienced sportsman himself, Jon is a former national rowing champion and Ironman triathlete, and has represented New Zealand at two World Ironman Championships.



Kerri McMaster
CO-FOUNDER, CHIEF STRATEGY OFFICER

Kerri drives the transformation of unique intellectual property into a scalable and profitable business. Prior to the formation of Performance Lab, she worked in the health sector in the United Kingdom, leading to the commercialization of corporate health management programs that have been hailed as a benchmark within the industry.

Kerri has an intimate understanding of the pre-requisites for world class performance and development, as she has won two World Karate Championships back to back.



Baruch ter Wal
CHIEF MARKETING OFFICER

Baruch has designed the go-to-market strategies of several of New Zealand's most promising start-ups, including Kiwa Digital, Geneious and Wiki New Zealand. The company he co-founded in his twenties, Lee ter Wal, helped numerous companies raise capital and seal major enterprise deals.

Baruch has also served as head of R&D for a Carter Holt Harvey business unit and was an associate with McKinsey and Company.