

Senior operations leader with 26 years of experience building and leading teams and managing relationships with governments, First Nations, and global brands. In the 2026 BC general election, directed voter ID and field operations for three Conservative campaigns in the Tri-Cities, two of which flipped NDP-held seats. Earlier, built Live Nation's Middle East and Africa business and advised its chairman and board.

## EXPERIENCE

Sep 2026 to Oct 2026

### BC Conservative Party, Tri-Cities Campaigns

#### Director of Voter ID and Operations

Coquitlam-Burke Mountain and Coquitlam-Maillardville (both flipped from the NDP), and Port Coquitlam

- Directed voter ID, field, and sign operations across all three campaigns, supervising canvass teams and captains.
- Wrote an AI agent that ingested data from BC Go and BC Walk for real-time monitoring of voter ID; maintained a live dashboard and prepared daily reports for campaign stakeholders.

May 2025 to Present

### Mervyn Professional Services

#### Managing Director and Co-Founder

Canadian-based advisory practice. Current engagements:

Apr 2026 to Present

#### Wild First

##### Program Director

- Coordinate conservation groups, First Nations organizations, commercial and recreational fishing interests, and scientists on federal salmon aquaculture policy in BC, keeping partner messaging aligned.
- Monitor regulatory filings, licence decisions, ministerial positions, court rulings, and lobbying activity, and turn findings into executive briefs.

Jul 2026 to Present

#### Alto Vision [alto.vision](https://alto.vision)

##### Strategic Advisor and Shareholder

May 2025 to Present

#### Sim Theory [simtheory.com](https://simtheory.com)

##### Head of Business Development

May 2025 to Present

#### Fuze Ops [fuzeops.com](https://fuzeops.com)

##### Strategic Advisor and Business Development

May 2020 to Nov 2024

### Unity Technologies

#### Senior Client Partner, Games and Entertainment · Senior Program Manager, Games and Entertainment · Head of Business Operations, Sports and Live Entertainment

Joined through Unity's 2020 acquisition of Finger Food Advanced Technology Group.

- Managed a \$5M client portfolio, including Nintendo and Sony Electronics, and ran global Games Division events.
- Directed delivery of a \$15M+ program portfolio for Meta, YouTube, Netflix, Electronic Arts, Disney, and Universal Theme Parks, with a 100% on-time record and full contract and budget oversight.
- Secured a long-term contract with Insomniac (Live Nation) to develop a multiplayer virtual world, and managed \$10M in project value.

Apr 2018 to May 2020

### Finger Food Advanced Technology Group

#### Vice President, Games, Entertainment and Robotics

- Led the division's business development and delivered \$10M in revenue growth.
- Directed cross-functional teams delivering virtual and augmented reality, robotics, and advanced software programs for Electronic Arts, SoftBank Robotics, Disney, Microsoft, and Activision.

Jan 2010 to Mar 2017

Live Nation

- Senior Vice President, Talent: Europe, London, Jan 2016 to Mar 2017
- Senior Vice President, Talent: Middle East, India, Africa and Russia, Dubai, Apr 2014 to Jan 2016
- Managing Director, Middle East and Africa, Dubai, Jan 2010 to Apr 2014
- Advised the chairman and board of Live Nation Middle East, and managed relationships with royal families, national governments, and promoters across eight new markets, from Morocco to Saudi Arabia.
  - Built the Dubai-based regional business, growing EBITDA from US\$2M to US\$20M over six years and scaling from 10 full-time staff to teams of 100+ for major events.
  - Managed a \$25M annual regional talent budget that included the Abu Dhabi Formula One concert series, then a pan-European talent budget of more than \$135M with tours for Drake, Bruno Mars, and Nickelback.

EARLIER CAREER

2006 to 2010

Vancouver

Director of Events, Live Nation, General Motors Place

Booked over 100 events a year, served as liaison between Live Nation, the Vancouver Canucks, and the NHL, and brought the first UFC event to Vancouver.

1999 to 2009

Founder and Managing Director, Progressive Entertainment

Booked electronic artists, produced national nightclub programs for Clear Channel, and staged music festivals.

1996 to 1998

Commercial Pilot, Airlink Express

Flight instructor and float charter pilot; flew cargo routes across British Columbia and Washington State.

SKILLS

Core competencies

- Government relations
- Stakeholder engagement
- Issues management
- Research and briefing
- Coalition building
- Campaign operations
- First Nations engagement
- Team leadership
- Program management
- Budget management

Technology

- Claude Code
- Perplexity and ChatGPT
- Google Workspace
- Microsoft 365
- Salesforce
- HubSpot
- Airtable
- Slack

EDUCATION AND CREDENTIALS

AI and Cloud Strategy: Fundamentals

UBC Extended Learning, 2026

Claude Code 101 and Claude 101

Anthropic certificates of completion, 2026

Commercial Aviation Diploma

Okanagan University College, 1992 to 1994; commercial pilot licence with multi-engine, instrument, float, and instructor ratings

Recommendations from 13 former colleagues and partners are published at [mervynpro.ca](#).