

Leadership Team Profiles

Brian McNicoll – Founder & CEO

A veteran of the gaming industry, Brian was a founding member of Dynamo Games, where he played a key role in pioneering mobile football management titles. Dynamo was best-known for the BAFTA Award winning *Championship Manager* and other top football games. He founded 532 Design in June 2022 to create *Crowd Legends*, a game that puts fans at the heart of team sports strategy.

Simon Fraser – Co-Founder & COO

Simon brings over 12 years of startup experience, specialising in business strategy and community-driven product development. He understands the importance of player feedback in shaping successful games and is committed to making *Crowd Legends* a fan-first experience.

Adam Pritchard – Chief Gaming Officer

With 11 years in mobile sports gaming, Adam has worked with industry leaders First Touch Games Ltd and Stick Sports Ltd. Having advised on *Crowd Legends* from its early stages, he officially joined 532 Design to help drive its vision of player-focused, ethical game development.

Steve Cartwright – Chief Financial Officer

A former partner at Henderson Loggie, Steve has been involved in Dundee's gaming sector since its early days. His extensive financial and industry expertise ensures 532 Design has the stability to grow as a major player in the fantasy sports market.

Together, the 532 Design leadership team combines deep expertise in game development, startup growth, and financial strategy, bringing *Crowd Legends* to life for sports fans worldwide.