

Adam MacDougall

Former NRL Player, Author, Businessman & Health & Wellness Motivator

Adam MacDougall scaled the dizzy heights of rugby league, but what's not commonly recognised is his long list of business achievements.

A two-time Newcastle Knights premiership winner whose talents were consistently recognised by NSW and Australian representative selectors, Adam holds a Master of Business Administration, Bachelor of Economics degree majoring in finance, Masters of Business Coaching and is a certified Process Communication Model (PCM) trainer. PCM has been used extensively by large organisations such as NASA.

He has also studied extensively in the fields of sports science, strength and conditioning and nutrition.

All of which provided the necessary expertise to create two health and wellness companies, The MAN Shake and Hardnup Health, following his retirement from rugby league in 2011.

Adam has bottled the same intensity from the football field that earned him the nickname "Mad Dog" into his long-standing appetite for health and fitness.

Believing health is our most important asset, he is determined to help educate and inspire Australians to take back their health in the face of a growing obesity epidemic.

Adam, who has more than two decades experience in the health and wellness field, is regarded by many sporting stars, including rugby league Immortal Andrew Johns, as a proven leader and innovator in training and preparation for elite performance.

Adam was 10 years ahead of everyone in his training and eating methods and was instrumental in helping other achieve sporting success.

Adam has taken a simplistic approach and created foods and educational tools to make it easy for Australians to lose weight - and more importantly keep it off, especially for busy people that are time poor. His range includes The MAN Shake, Man Nuts, Man Bars and Man Greens.

Since his retirement from the game, Adam has made his mark in the media - with Channel 9, Fox Sports, Sky News, Southern Cross Austereo, News Limited and Fairfax.



He is also passionate about helping children and works for the NRL as a One Community Ambassador, delivering a program to schools known as “Eat Well, Play Well, Stay Well” and “The Anti - Bullying Program”.

Adam MacDougall’s companies have also signed on as a charity partner with “Save Our Sons”, an organisation aiming to find a cure for Duchenne Muscular Dystrophy.

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