

Derek MacDonald

Burlington, VT 05401

derek@derekmacdonald.com | derekmacdonald.com | [linkedin.com/derekbmacdonald](https://www.linkedin.com/in/derekbmacdonald)

Director-level enablement, change management, and operations leader.

15+ years experience driving technology adoption, communication strategy, and organizational effectiveness.

KEY RESULTS

Delivered 93% adoption across 500 users, \$25M revenue, and \$2.6M annual savings across enterprise organizations.

Led strategy and implementation for a new, national AI-integrated enablement program at \$1B firm.

Developed agentic repositories and operational frameworks across company of 5,000 employees

SELECTED EXPERIENCE

OneDigital

\$1B employee benefits, HR consulting, M&A, retirement & wealth, and PEO advisory firm.

Senior Manager, National Enablement Strategy & Operations

(September 2022 - November 2024)

- Led end-to-end process discovery, roadmap design, and national change management rollout of AI-integrated enablement platforms across 500 users. Defined adoption metrics, operational playbooks, and governance frameworks that drove 93% adoption and \$2.6M in annual savings in the first year of deployment.
- Presented platform adoption, utilization, and performance metrics to Executive Steering Committee and senior cross-functional leaders, informing roadmap decisions and feature prioritization.
- Designed and owned operational tracking system that connected content performance to pipeline through measured feedback and influenced \$25M in revenue within year one of new enablement program.
- Developed ticketing, governance, and operational frameworks across company of 5,000 employees for agentic knowledge repositories, training workflows, and adoption measurement systems.
- Oversaw marketing technology integrations across verticals, products, and solutions. Optimized data-backed iterations of 3 new feature releases for our enablement platform, in collaboration with national marketing, sales, learning & development, and internal communications teams.
- Aligned revenue growth strategy with enablement content creation by leveraging relevant customer insights, behavioral-intent trends, VOC data, and customized CRM reporting that allowed our 60-person national marketing team to more effectively produce playbooks, sales collateral, case studies, and other associated content for generating and converting leads and growing pipeline.

KEY TOOLS: *Microsoft SharePoint, D365, Excel; Seismic; PowerBI; HubSpot; Salesforce; Smartsheet*

New Breed Revenue Agency

Hubspot Elite-tier solution partner.

Digital Growth Marketing Manager

(December 2021 - July 2022)

- Built a company-wide content operations QA process to cut time-to-value by 75%.
- Led ICP research and full-funnel editorial strategy, translating audience insight into narrative frameworks across web, email, and enablement, resulting in a 30%+ campaign conversion lift.

Copywriter & Digital Content Strategist

(May 2021 - November 2021)

- Worked cross-functionally with internal and external stakeholders across 18 accounts to define, develop, and build full-funnel marketing strategies for the complete customer lifecycle that drove ROI for billion dollar businesses globally — leveraging both sales-led and product-led growth motions.

KEY TOOLS: *Google Workspace, HubSpot, MavenLink, Semrush, Microsoft Excel, Slack, Loom*

NOLS

Global non-profit focused on wilderness skills, leadership development, and environmental stewardship.

Lead Generation Manager

(Dec 2016 - Dec 2017)

- Created a new conversion rate optimization strategy that leveraged multi-channel narrative alignment and exceeded target KPIs by 300% using buyer persona specific sales sequencing.
- Developed a new marketing event strategy that focused on promoting diversity, equity and inclusion opportunities in untapped markets and generated 36 new partnerships.
- Introduced new land-and-expand growth strategy to elevate cross-sell and up-sell motions for new and existing business, that led to increased lead generation, full funnel conversion, and revenue growth.

KEY TOOLS: *Google Workspace, HubSpot, Wordpress, Microsoft Excel*

ADDITIONAL EXPERIENCE

HOBY

Global nonprofit that trains high school sophomores to become effective, ethical, and compassionate leaders.

Director of Leadership Development Staff

(August 2023 - Present)

Leadership Development Facilitator

(June 2010 - July 2023)

KEY TOOLS: *Google Workspace, HubSpot, Microsoft Excel, Slack, Loom*

DMDC Systems LLC dba Unobstructed

Independent consulting practice focused on digital adoption, communication, and operational systems design.

Self-Employed Consultant

(November 2024 - Present)

- Designed and implemented multi-platform operational systems for clients to support publishing workflows, audience segmentation, automation, reporting, and lifecycle communications.
- Developed, launched, and facilitated a cohort-based onboarding program focused on digital platform adoption and workflow implementation.

KEY TOOLS: *HubSpot, Substack, WordPress, Squarespace, Shopify, Riverside, Zapier, Meta Ads Manager*

EDUCATION

University of Vermont | B.S. Public Communication, Burlington, VT

- **Program Coordinator**, Wilderness TREK, UVM Outing Club
- **Teaching Assistant**, CALS 183 Foundational Communication Methods
- **Graduate, Semester in the Rockies**, National Outdoor Leadership School, Lander, WY

CORE COMPETENCIES

Revenue Enablement, Sales Enablement, Change Management, AI Adoption, Learning & Development, Systems Thinking, Organizational Effectiveness, Revenue Operations (RevOps), Content Strategy, Knowledge Management, Stakeholder Management, Executive Communications, Workforce Transformation, HubSpot, Microsoft Excel