

Derek MacDonald

Burlington, VT 05401 | Open to remote and/or relocation.

derek@derekmacdonald.com | derekmacdonald.com | linkedin.com/derekbmacdonald

Director-level enablement leader.

Specializing in 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, implementation, and data governance for a national AI-integrated enablement program at a \$1B firm.

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

EXPERIENCE

DMDC Systems LLC

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

Enablement & Technology Adoption Consultant

(January 2018 - May 2020, November 2024 - Present)

- Designed and implemented CRM, CMS, and RevOps architecture for clients to support publishing workflows, audience segmentation, process automation, reporting, lifecycle communications, and data governance.
- Developed, launched, and facilitated cohort-based onboarding program and workshops focused on digital platform adoption and workflow implementation.
- Built a proof-of-concept multimedia publishing ecosystem—including a top 10% most-shared show on Spotify—that achieved ~169.4% YoY audience growth while consistently earning ~35.58% email open rates.

KEY TOOLS: *HubSpot, Substack, WordPress, Squarespace, Shopify, Riverside, Zapier, Mailchimp, Meta Ads Manager, Okta, Asana, ChatGPT, Claude, Visual Studio Code (VS Code), Canva.*

OneDigital

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

Senior Manager, National Enablement Strategy & Operations

(September 2022 - November 2024)

- Managed 2 direct reports, led a project team of 6 people-managers, and coached a team of 40 field marketers.
- Led end-to-end process discovery, roadmap design, and national change management rollout of AI-integrated enablement platforms across 500 users and 5 regions. Defined adoption metrics, operational playbooks, and data 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 roadmapping decisions and feature prioritization.
- Created and owned an operational tracking system that connected content performance to pipeline through measured feedback and influenced \$25M in revenue within year one of our new enablement program.
- Developed ticketing, data governance, and operational frameworks across a company of 5,000 employees for agentic knowledge repositories, training workflows, and adoption measurement systems.
- Designed and refined training documentation for new enablement platforms across a pilot program of 500 users before scaling company-wide to 5,000. Conducted workshops on file governance and provisioning between SharePoint and Seismic platforms, as well as new user onboarding and overall effectiveness.
- Led architecture/admin of SharePoint, Seismic, D365, Salesforce, and HubSpot migrations and integrations across verticals, products, and solutions to launch our enablement platform (and then ship 3 new data-backed feature releases). Worked directly on system configuration, field/data mapping, workflow design, automation building, permissioning/provisioning, and testing/QA; collaborated 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 & METHODOLOGIES: *Microsoft SharePoint, D365, Excel, Seismic, PowerBI, HubSpot, Salesforce, Okta, Smartsheet, ClickUp, Canva, Challenger Sale, OKR, Agile.*

New Breed Revenue Agency

HubSpot Elite-tier solution partner.

Digital Growth Marketing Manager

(December 2021 - July 2022)

- Built a company-wide content operations and governance QA process to cut time-to-value by 75%.
- Led workshops with senior leaders focused on full-funnel editorial strategy. Translated audience insights into narrative frameworks across web, email, and enablement assets, 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 configure full-funnel RevOps and marketing strategies in HubSpot—for the complete customer lifecycle—that drove ROI for billion dollar businesses globally by leveraging both sales-led & product-led growth motions.

KEY TOOLS & METHODOLOGIES: *Google Workspace, HubSpot, WordPress, MavenLink, Semrush, Microsoft Excel, Slack, Loom, Inbound, Agile, Scrum, Trello.*

NOLS

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

Lead Generation Manager

(December 2016 - December 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, Adobe Creative Suite, Facebook, Instagram.*

Movember Foundation

Global non-profit focused on advocating for men's health.

Demand Generation Manager

(May 2014 - May 2016)

- Owned go-to-market, editorial, and partnership strategies that leveraged earned media spots in the Vermont Cynic, radio, web, and on NBC5-WPTZ TV to increase funds raised from 2014-2015 by over 300% and broaden partner network 700% year-over-year.
- Developed and implemented lead generation, conversion rate optimization, and sales enablement processes by establishing sequencing for buyer personas and ideal company profiles that grew pipeline and converted leads.

KEY TOOLS: *Google Workspace, Microsoft Excel, Adobe Creative Suite, Asana, Facebook, Instagram, Mailchimp.*

ACS, Inc.

Door-to-door packing, moving, and storage services—acquired by DormRoomMovers in 2017.

Marketing and Sales Operations Manager

(May 2012 - April 2014)

- Led team of 6 toward data-driven growth goals by optimizing processes, labor reporting, and sales goal accountability. Crafted cross-sell and up-sell focused growth strategy for new and existing business that resulted in 200% growth in new markets and contributed to successful acquisition of the company.

KEY TOOLS: *Google Workspace, Microsoft Excel, Asana, Evernote.*

LEADERSHIP

HOBY

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

Director of Leadership Development Staff

(August 2023 - Present)

- Recruit, onboard, train, and lead team of 20 in group facilitation, deescalation, and conflict resolution.

Leadership Development Facilitator

(June 2010 - July 2023)

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

Fine Dining Restaurant Group

Award-winning collection of seven Jackson Hole restaurants and vendor distribution partners.

Assistant General Manager

(May 2020 - May 2021)

- Led a 26-person team while developing, implementing, and optimizing a service model that leveraged content marketing, sales enablement, and training & development to generate revenue growth during COVID.
- Created “New Beer Alert” and “MySeltzy” demand generation campaigns to supplement wholesale and distribution relationships, increasing growth in emerging markets.
- Designed go-to-market strategy and buyer’s journey for RBco and Tap Room that used consumer insights and behavior trends to inform product positioning and increase sales month-over-month.

KEY TOOLS: *Google Workspace, Microsoft Excel, Toast, OpenTable, Paycom, Adobe Creative Suite.*

Jackson Hole Mountain Resort, Sugarbush, Ski Bradford

Certified Ski & Snowboard Instructor, Freeride Coach

(2010 - 2021)

- 12 years as a PSIA L2/AASI L2/AIARE L2 certified snowboard instructor and coach specializing in skill progression, risk mitigation, and decision-making for Freeride World Tour Champion athletes.

KEY TOOLS & METHODOLOGIES: *Google Workspace, ProCard, PSIA, AASI, AIARE.*

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, Organizational Effectiveness, Revenue Operations (RevOps), Content Strategy, Stakeholder Management, Executive Communications