

# Kim MacDonald

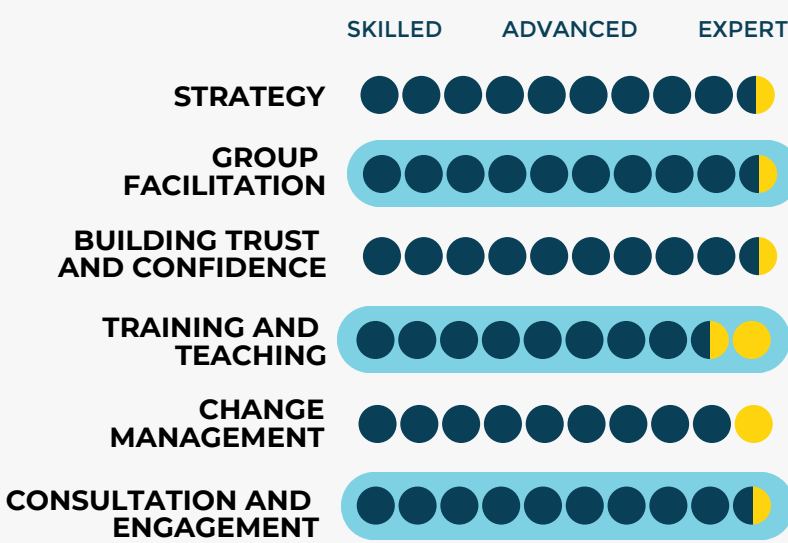
APR, BPR, MBA

## PROFESSIONAL FACILITATOR - MANAGEMENT CONSULTANT

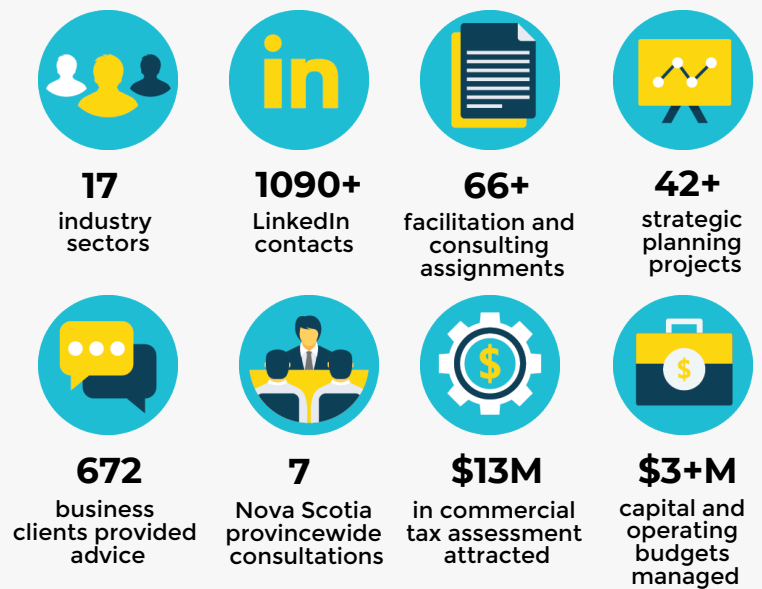
Experienced leader in business growth and change management. Adult educator and trainer. Marketing and branding specialist. Special skills and knowledge building and advising leaders on effective organizational cultures as competitive advantage and instruments of productivity improvement. Skilled business developer and coach. Results through effective research, engagement and building trust.

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### EXPERTISE



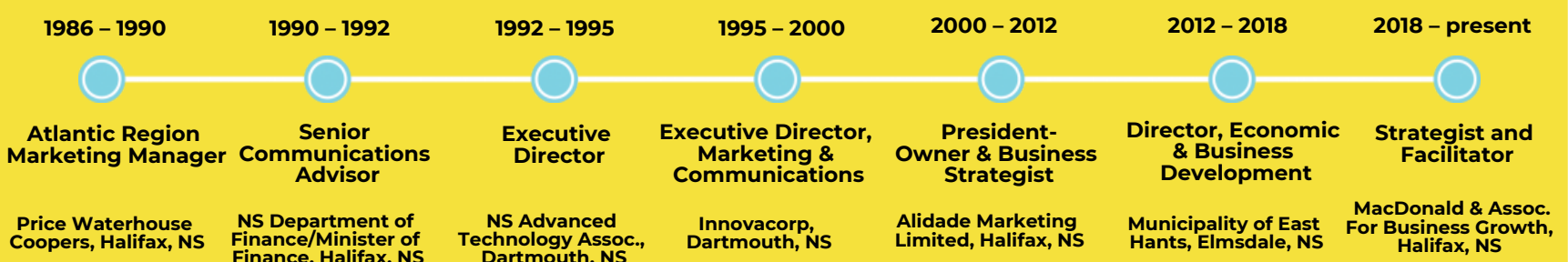
### STATS



### INDUSTRY SECTORS

Bioscience, Medical Devices, Education, Oceans Research, Engineered Solutions, Software Development, Health Care, ICT, Government, Professional & Technical Services, Tourism, Agriculture, Manufacturing, Food & Beverage, Construction, Real Estate, Not-For-Profit

### WORK HISTORY

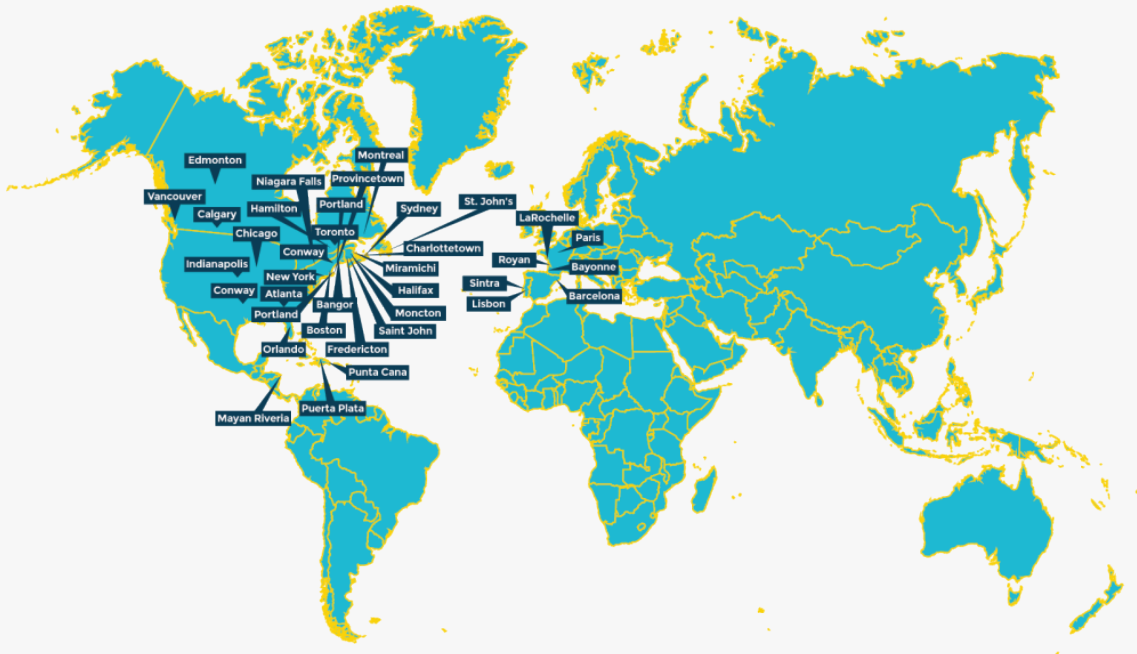


### EDUCATION

Program	Institution	Location	Status
Adult Education Program Certificate	Dalhousie University	Halifax, NS	2018 - 2019
Ec.D. EconDev Certification	University of Waterloo	Waterloo, ON	IN PROGRESS
MBA, Marketing	Saint Mary's University	Halifax, NS	HALIFAX, NS
APR, Accreditation in Public Relations	Canadian Public Relations Society	Toronto, ON	TORONTO, ON
BPR, Bachelor of Public Relations	Mount Saint Vincent University	Halifax, NS	HALIFAX, NS

# K M

### CITIES WORKED IN OR VISITED



### KIM'S TRAVELS

- Worked in 18 Canadian and U.S. cities
- Visited 7 European cities.
- Ran six, 15-20km segments of the Cape Breton Cabot Trail, including Cape Smokey, MacKenzie Mountain and through the beautiful Margaree Valley.
- Lived for two months in LaRoche, France.
- Spent a year with a best friend, daughters and their fiddles seeking out fiddling performances.
- Stood at the Western most tip of Europe, Caba da Roca, Portugal.
- Spent a week in New York with my daughter celebrating her birthday.
- Hiked into the French Pyrenees.
- Visited 90% of the towns and villages in Maritime Canada.
- Spend my summers in St. Peter's Harbour, PEI.

### ACHIEVEMENTS AND EXPERIENCE

- Created and managed a marketing, brand strategy and web design business for 12 years.
- 2018 launched a new strategy, leadership training and group facilitation business aimed at leaders adapting their organizations to leverage market and labour changes.
- Built a strong and deep business network in Atlantic Canada and across Canada.
- Hired and led highly-skilled and diverse business consulting and employee teams managing multiple projects.
- Part of the leadership team of a Nova Scotia local government municipality; developed and managed a 15-year economic development strategy.
- Project manager of a feasibility study of the market and use of zebra fish as a disease model in major research facilities in North America and Europe.
- Facilitated strategic growth plan for tech start-up in the fuel filtration industry.
- Market and competitive analysis and partnership acquisition for the introduction of a new telecom product in North American markets.
- Developed channel strategy and marketing campaign for the expansion of an engineered footing product into the U.S. construction market.
- Managed development and implementation of long term expansion plans for two commercial business parks; stakeholder engagement plans, engineering and environmental assessments, wetland delineations and phased development plans.
- Managed sales and business development plans, agreements and contracts for commercial land sales and land acquisitions.
- Built and launched new municipal business retention, attraction and advisory services and programs for entrepreneurs.
- Facilitated health promotion strategies for problem gambling and the culture of overdrinking in young adults.
- Project manager of master plan for the development of Burntcoat Head park, site of the World's Highest Recorded Tides.
- Facilitated strategic planning for several health sector authorities and departments of government.
- Part of the consulting team for two Nova Scotia Workplace Safety Strategies for NS Workers Compensation and NS Department of Labour & Advanced Education.
- Facilitated strategic business planning for the biotechnology industry sector.
- Developed an investment attraction strategy for the Annapolis Valley wine industry.
- Led strategic turnaround in municipal relationship with partners and business community.
- Attracted multi-year provincial and federal funding for major municipal infrastructure projects.
- Competitive and partner opportunity analysis for online survey company expanding its US market reach.
- Travelled from one end of Nova Scotia to the other conducting consultations with workplace Safety Councils, Injured Workers Groups and Unions.
- Visited Princeton University on a Nova Scotia trade mission for life sciences companies.
- Facilitated and developed health promotion strategies for problem gambling and a culture of overdrinking in young adults.

### KIM'S TEACHING

- Nova Scotia Community College, School of Business
- Mount St. Vincent University, Bachelor of Public Relations
- Workplace Education, Marketing for Non-marketing Managers, Communications Skills (Engineers)
- Trade and Export Education program for Nigerian delegation visiting Canada
- Citizen Engagement in Municipal Land Use Planning and Economic Development
- Brand Building and Placemaking

### TRAINING

- Project Management
- Sandler Sales Training President's Club
- Investor Relations
- Legal Aspects of International Trade and Global Supply Chain Management

### PROFESSIONAL AND COMMUNITY

- Member, International Association of Facilitators, (IAF)
- Member, MSVU Centre for Women in Business
- Trusted Advisor Member, Family Business Atlantic (FBA)
- Board Trustee and Member, Mental Health Foundation of NS
- Judge, Enactus Canada- Atlantic Region Post Secondary Student Entrepreneur Competitions
- Member, East Hants Chamber of Commerce
- Past Member, Halifax International Airport Authority Consultation Committee
- Past Member, Halifax Chamber of Commerce
- Past Member, Atlantic Provinces Economic Council (APEC)

### INTERESTS

- Travel
- Hiking
- Yoga
- My kids and family
- My hilarious friends
- Architecture
- Making sliding barn doors