

Kim MacDonald

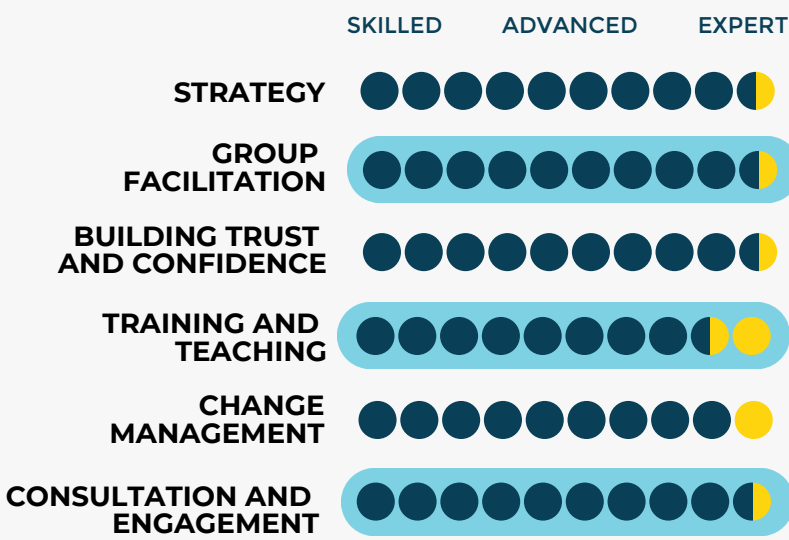
APR, BPR, MBA

PROFESSIONAL FACILITATOR - MANAGEMENT CONSULTANT

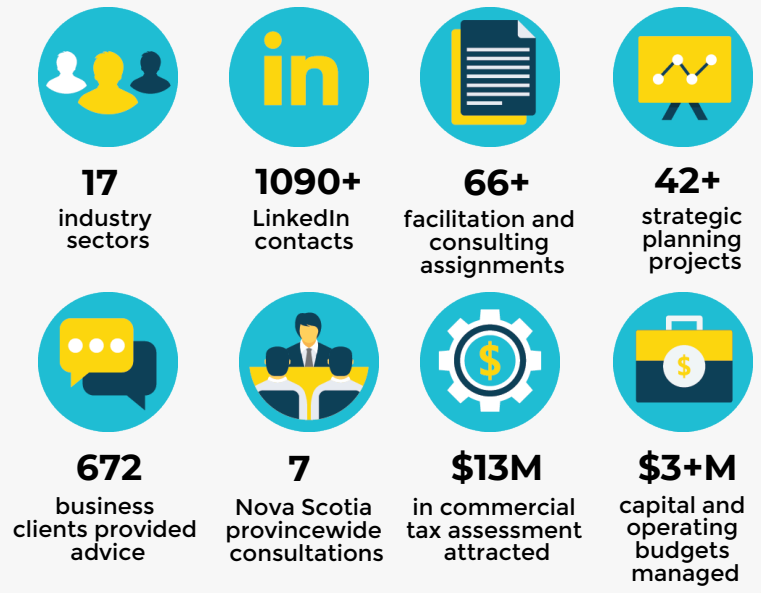
Experienced leader in business growth and change management. Adult educator and trainer. Marketing and branding specialist. Special skills and knowledge building and advising leaders on effective organizational cultures as competitive advantage and instruments of productivity improvement. Skilled business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

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EXPERTISE



STATS



FACILITATION BY SECTOR

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

EMPLOYMENT HISTORY



EDUCATION

Adult Education Program	Economic Development Certificate	MBA, Marketing	APR, Accreditation in Public Relations	BPR, Bachelor of Public Relations
Dalhousie University	University of Waterloo	Saint Mary's University	Canadian Public Relations Society	Mount Saint Vincent University
HALIFAX, NS	WATERLOO, ON	HALIFAX, NS	TORONTO, ON	HALIFAX, NS

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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, Cabo da Roca, Portugal.
- Spent a week in New York with my daughter celebrating her birthday.
- Hiked into the French Pyrenees.
- Visited over 75% of the towns and villages in Maritime Canada.
- Spend any time I can exploring hiking trails, fishing with my son and hanging out with my son and daughter.

FACILITATION EXPERIENCE

- Created and managed a business strategy, facilitation, marketing, branding 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 opportunities, market or industry change.
- Built a strong and deep business network in Atlantic Canada and across Canada.
- Facilitated group strategy sessions and the development of a three-year strategy for Family Business Atlantic's expansion plan into New Brunswick and PEI.
- Working for a Federal-Provincial Steering Committee, developed a national strategy and communications plan for the implementation of the Canadian Agreement on Internal Trade (AIT) (replaced by CFTA) to support the legislation and process for increased worker mobility in Canada. Facilitated the engagement of diverse stakeholders from every province and territory, one on one interviews and strategy sessions in Nova Scotia, PEI and Manitoba.
- For a National home care franchise, worked with Atlantic Canadian franchisee owners and their teams in Saint John, Miramichi, Fredericton, Moncton, Charlottetown and Halifax, to gather ideas and plan growth, improve revenue and build local brand awareness with family caregivers.
- Developed and facilitated multiple strategic planning projects and the process for the health sector including the Capital Health Authority QE2 hospital quality management, government agencies including addictions services, continuing care, health promotion, gaming regulatory agency.
- Facilitated winery and grape grower industry group discussions (agriculture, industry association, winery owners), new world wines market research, one on one interviews to develop a regional investment attraction strategy and online marketing tools for the Annapolis Valley wine industry.
- Part of the consulting team for two Nova Scotia Workplace Safety Strategies for NS Workers Compensation and NS Department of Labour & Advanced Education.
- Project lead and facilitator travelling from one end of Nova Scotia to the other conducting consultations and facilitating group discussions on workplace safety as part of an additional project; groups included Workplace Safety Councils, Injured Workers Groups, Unions, Boards.
- Planned and facilitated stakeholder strategy sessions, conducted one on one interviews with researchers across North America, undertook a market feasibility study and developed a three year business plan for a new organization to grow and supply zebra fish because of its genetic similarity to humans.
- Facilitated community consultations, Steering Committee planning and was project manager of master plan for the development of a new Nova Scotia tourism destination, Burntcoat Head park, site of the World's Highest Recorded Tides. Project lead on infrastructure development on the site, including the engineering of concrete stairs to the ocean floor that would withstand extreme environmental conditions at the site.
- Developed a Nova Scotia-wide campaign "Growing Great Citizens" to encourage parents to engage their children in the voting process and learning about democracy; included the development of video, animation and online educational material for children, youth, teachers and parents. Planned and facilitated stakeholder sessions and one on one interviews as part of the process.
- Facilitated strategic business plan development, development of a sustainability plan and partnership strategy with Board of Directors and staff team for the Nova Scotia biotechnology industry sector.
- With industry consultation meetings and engagement, built and launched new municipal business retention, attraction and advisory services and programs for entrepreneurs. The work led to a strategic turnaround in the municipal relationship with partners and the business community.
- Facilitated planning sessions with private tech company sales team and product development team as part of competitive and partner opportunity analysis for online survey product expanding its US market reach.
- Market and industry research, competitive analysis and partnership acquisition for the introduction of a new telecom product in North American markets.
- Attracted multi-year Federal and provincial funding for municipal projects including agriculture tourism, tourism, provincial transit, retail development planning and Foreign Investment Attraction.

KIM'S TEACHING

- Nova Scotia Community College, first year School of Business students
- Mount St. Vincent University, 3rd year Bachelor of Public Relations students
- Marketing for Non-marketing Managers, (Technicians and Engineers)
- Trade and Export Education program for Nigerian financial managers delegation visiting Canada
- Communications Skills to Engineers Nova Scotia.
- Brand Building and Placemaking for Recreation Directors.

TRAINING

- Project Management
- Sandler Sales Training
- 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 Executive Committee Member, Mental Health Foundation of Nova Scotia
- Judge, Enactus Canada Annual 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