

JONATHAN MICHAEL MACDONALD

PROFESSIONAL EXPERIENCE



Försvvarshögskolan

Försvvarshögskolan

Stockholm, Sweden

Full-time Studies

August 2023 – October 2025

- Career break to pursue master's degree at the Swedish Defence University

Morgan Stanley
AT WORK

Morgan Stanley

Calgary, Canada

Associate Vice President, Product Marketing

January 2020 – January 2023

Product Marketing Manager

October 2018 – January 2020

- Dedicated to GTM strategy and product marketing of the Shareworks suite of SaaS equity compensation products and services for the global private and public markets
- Head of Competitive Intelligence strategy; win / loss sales analysis, competitor analysis, sales battlecards, and training
- Managed migration of product portfolio's data into Morgan Stanley tech stack and the retirement of legacy SaaS products



McCann

Calgary and Ottawa, Canada

Senior Digital Strategist

October 2017 – October 2018

Digital Account Supervisor

September 2014 – October 2017

- Digital GTM Strategy – both internal and external – for key client product marketing. Including, but not limited to competitive intelligence, search engine optimization (SEO), engagement analysis, and technology stack implementation
- Key client accounts including Bayer, Monsanto, Government of Canada, Government of Ontario, Alberta Grain Commission, Suncor Energy



Grey Strategic

Shanghai, China | Stockholm, Sweden

Digital Marketing Strategist

February 2013 – September 2014

- Strategy consulting to develop SaaS product and communications roadmaps. Typically involving UX testing and optimization, search engine marketing (SEM), and SEO, near-field communications (NFC) chip design and embedment



Shanghai Business Review

Shanghai, China

Marketing Manager

August 2011 – July 2012

- Drafting and implementation of digital marketing plan, namely: deployment of new brand identity, publishing CMS, website design, and improving engagement with SBR subscribers
- Media partnerships and sponsorship management

- Staff communications training, copywriting, and legal draft proofreading



Incredible Department

Incredible Department

Hong Kong, HKSAR

Research Manager

September 2008 – November 2010

- Data analysis, partnership development, and copywriting

EDUCATION**Swedish Defence University | Försvarshögskolan**

Master of Science | System Science for Defence and Security

- Thesis: *Enhancing Canadian Arctic Security in the Age of Climate Change*
- Gained federal recognition of the university for all future Canadian scholars
- Team lead of “Nightbringers” 2024 cyber warfare challenge

Lingnan University | 嶺南大學

Bachelor of Social Sciences | International Studies (Honours)

- Thesis: *Social Control Mechanisms in Contemporary China*
- Graduated on the Presidents List and with First Class Honours

Shanghai University of Finance & Economics | 上海海财经大大学

Mandarin Language Programme & PRC Economic Policy

- Mandarin Language Studies
- Domestic Economic Reform and Trade Policy

Lingnan University | 嶺南大學, Hangzhou University | 嶺南大學

Lee Shiu Institute

- Industrial Development and Economic Reform of the Yangtze and Pearl River Deltas

PROFESSIONAL CERTIFICATIONS & ORGANIZATIONS

Calotte Academy	2025
Stockholm Akademiska Forum	2024
Udemy Counter Industrial Espionage - HUMINT - SIGINT - OPSINT – OSINT	2024
Swedish Defence University Protective Security	2024
Association for the Advancement of Artificial Intelligence (AAAI)	2023
Association of National Advertisers	2021
Product Marketing Alliance Product Marketing	2020
Pragmatic Marketing Level Three (PMC-III) – Launch, Market, Foundations	2018

In my personal time, I’m a giant nerd for D&D, strategy games, back country camping, and avid reader of sci-fi, fantasy, and history.