

# JONATHAN MICHAEL MACDONALD

## ATTRIBUTES

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- 15+ years international work experience in competitor intelligence and analysis, SaaS product marketing, and software development.
- Establishes and maintains a professional rapport with clients and internal stakeholders
- Strong project management, organizational, and motivational abilities

## PROFESSIONAL EXPERIENCE

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### Morgan Stanley AT WORK

#### Morgan Stanley at Work

Calgary, Canada

Associate Vice President, Product Marketing

January 2020 – January 2023

Product Marketing Manager

October 2018 – January 2020

- Dedicated to GTM strategy of the Shareworks suite of SaaS equity compensation products and services for the global private and public markets
- Responsible for product pricing, positioning, buyer insights, win/loss analysis, sales enablement for equity compensation management, global regulatory tax and legal compliance, 409A valuations, and equity compensation benchmarking data
- Created and lead Competitive Intelligence strategy; win / loss sales analysis, competitor product offerings and positioning, battlecards, and training



#### McCann

Calgary, Canada

Senior Digital Strategist

October 2017 – October 2018

Digital Account Supervisor

September 2014 – October 2017

- Go-to-market strategy for key client product marketing. Including, but not limited to competitive intelligence, product positioning, search engine optimization (SEO), analytics, marketing technology stack integration, and client management



#### Grey Strategic

Shanghai, China | Stockholm, Sweden

Digital Marketing Strategist

February 2013 – September 2014

- Strategy consulting to develop SaaS product release and communications roadmaps, branding, UX testing and optimization, search engine marketing (SEM), and search engine optimization (SEO)



IntelliSource

Shanghai, China

Digital Marketing Director

July 2012 – January 2014

- Development and management of client digital marketing strategy, website design, search engine optimization (SEO), search engine marketing (SEM), and web analytics tracking and analysis



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



Advokatfirman Vinge

Shanghai, China

Consultant

May 2009 – November 2010

- Staff communications training, copywriting, and legal draft proofreading



Incredible Department

Hong Kong, HKSAR

Research Manager

September 2008 – November 2010

- Data analysis, partnership development, and copywriting

[Incredible Department](#)

## EDUCATION

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Swedish Defence University | Försvarshögskolan

Master of Science, Systems Science

- Graduate Programme in Innovation, Defence, and Security
- Federal recognition of the university for all future Canadian scholars
- Thesis focus on USVs and implications of bathymetric mapping technology in drone swarms for maintaining Arctic security

Lingnan University | 嶺南大學

Bachelor of Social Sciences (First Class Honours)

- Major in International Studies (Economics)
- Awarded placement on the Presidents List for highest GPA in graduating cohort of the Social Sciences faculty
- Senior Research Thesis - *Social Control Mechanisms in Contemporary China*
- Awarded three times the Liu Lit Mo Overseas Student Scholarship for continuous academic excellence

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
- Awarded the Hong Kong – Canada Business Association (HKCBA) Scholarship

## PROFESSIONAL CERTIFICATIONS & ORGANIZATIONS

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Stockholms 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
Google   AdWords Advertising Fundamentals	2014
Google   Analytics Individual Qualification	2012

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.