

Kevin MacDonald

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TECHNOLOGY & IMPLEMENTATION LEADER | Customer Outcomes, Partnerships, IoT, Telecom & Practical AI

Customer-facing technology and implementation leader with 15+ years turning complex telecom, IoT, SaaS, operations, and AI workflows into adoption, revenue, and measurable customer outcomes. Strongest fit for technical account management, implementation, solutions consulting, customer success, partnerships, and practical AI delivery roles where customers need someone who can translate requirements, align stakeholders, and keep work moving from idea to usable outcome.

SELECTED OUTCOMES

\$50M+ Verizon alliance: managed strategic program growth with 58% YoY gains and 500K+ device activations.

200+ partners enabled: built playbooks, training, and adoption motions for channel and enterprise accounts.

Retail pilots and product programs: added \$4M pipeline and expanded strategic accounts 30% at Planet Cellular.

\$105M P&L: scaled support and operations while improving CSAT 30% and first-contact resolution 15%.

Practical AI delivery: cut Hudl support resolution time 38% and shipped Looksee AI as a portfolio app.

Process improvement: reduced order-to-cash lead times 22% through workflow and system improvements.

CORE COMPETENCIES

Technical Account Management | Implementation & Adoption | Customer Success | Strategic Partnerships | Telecom, Wireless & IoT | Solution Scoping | Partner Enablement | Operations Improvement | Workflow Automation | Executive Communication | Vendor Negotiation | Salesforce, HubSpot, Jira, Power BI, OpenAI API, Claude API, Firebase

PROFESSIONAL EXPERIENCE

Founder & Principal Consultant | GrowSmarterAI

2022 - Present

- Lead client-facing implementation and product consulting work, translating workflow problems into requirements, build plans, adoption support, and measurable outcomes for teams evaluating AI and automation.
- Reduced Hudl support resolution time 38% with an AI chatbot and process automation; boosted Sonata Learning organic traffic 93% and Optix IT client engagement 30% through targeted digital and workflow initiatives.
- Built and launched Looksee AI as a GrowSmarterAI portfolio project, taking an AI-powered iOS app from concept to App Store release across product architecture, AI workflows, Firebase backend, UX, and release management.
- Create practical AI exploration briefs, workflow maps, prototype plans, and adoption workshops for non-technical audiences, with emphasis on buy-vs-build judgment and usable systems rather than AI hype.

VP, Mobility & Connected Solutions | Planet Cellular Inc.

2020 - 2022

- Led mobility, carrier, retail, and connected-solution programs across Verizon, Samsung, OnePlus, Horizon hardware, and emerging CBRS/5G product lines.
- Launched the Horizon CBRS/5G product line while separately opening national retail pilots with Aaron's and Rent-A-Center for hardware and connected-product programs, adding \$4M pipeline and expanding strategic retail accounts 30%.
- Negotiated and managed co-sell programs with Verizon, Samsung, and OnePlus, coordinating requirements across engineering, operations, vendors, and partners to drive 18% YoY revenue growth.
- Streamlined order-to-cash workflows by identifying bottlenecks, defining requirements, and leading system improvements that cut lead times 22%.

Senior Program Manager, IoT & Wireless Solutions | TD SYNEX

2016 - 2020

- Managed the Verizon strategic alliance to \$50M+ annual revenue with 58% YoY growth, including multimillion-dollar marketing budget ownership and 500K+ device activations in 2019.
- Built the SYNEX IoT practice from infancy, forging vendor partnerships with CradlePoint, Cisco, Digi, CalAmp, Samsung, and others across fleet, cold-chain, asset-tracking, smart-city, and edge solutions.
- Designed partner enablement playbooks and training curricula for 200+ channel partners; selected as a Tiger Team advisor to top-50 enterprise accounts.
- Built and mentored a 10-member IoT sales and implementation team, translating complex connectivity and device requirements into repeatable partner and customer motions.

Director of Operations | Vodaplex

2009 - 2015

- Managed a \$105M P&L while scaling a multilingual customer care and sales support operation from 6 to 37 agents at 20% YoY growth.
- Led IVR and knowledge-base implementation from requirements through vendor selection, testing, deployment, and adoption, improving CSAT 30% and first-contact resolution 15%.
- Grew DIRECTV residential activations 211% in five months; trained hundreds of reps across DIRECTV, DISH, AT&T, CLEAR Wireless, and FrontPoint.

EARLIER EXPERIENCE

Sales Representative, ITW Linx / National Service Center (2015 - 2016): developed manufacturer and reseller relationships around barcode-printer service contracts, warranty offerings, and break/fix repairs; set a company record with \$103K+ in monthly new business.

EDUCATION & CERTIFICATIONS

B.B.A., Marketing, University of Georgia, Terry College of Business | Microsoft Certified: Generative AI (2023) | Sandler Sales Mastery | Dale Carnegie Leadership | HubSpot Inbound Marketing