William Daniel Scott MacDonald

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wmacdonald.io

PROFILE

Results-driven business leader with 15 years of experience in client-facing roles, project management, and data-driven strategy implementation across diverse industries. Proven track record of driving revenue growth, optimising processes, and leveraging analytical insights to achieve commercial objectives.

EDUCATION

Data Analytics Career Accelerator   **Jan 2024 - Sep 2024**
London School of Economics and Political Science; London, UK
Grade: High Distinction (90%+)

Bachelor of Civil Engineering   **2011**
Dalhousie University; Halifax, Nova Scotia, Canada

Engineering Diploma   **2008**
University of Prince Edward Island; Charlottetown, Prince Edward Island, Canada

EMPLOYMENT

Development Manager   **June 2023-Dec 2023**

GEOSEC Ground Engineering Ltd.

- Pioneered the UK division, establishing robust business processes and controls tailored to regional market needs.

- Spearheaded the creation and execution of comprehensive sales and marketing strategies; selling over £700,000 in products and services in the first 6 months of trading.

- Developed data-driven business development strategies in the insurance and loss adjusting market.

- Created and implemented a sales compensation structure, aligning incentives with company goals and market dynamics.

Business Development Manager   **2021- June 2023**

Technics Group

- Directed business development strategy with a key focus on renewable energy markets.

- Implemented a client relationship management system, automated key functions, and modernised sales processes.

- Utilised machine learning algorithms to enhance the efficiency of GPR data processing.

- Managed a team of six client relationship managers, focusing on personal growth plans and sales goals.

- Increased group turnover by 26% and improved profits by 43%.

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Area Manager – Technical Sales
Geobear   **2019 – 2021**

Designed bespoke subsidence repair solutions for the residential B2B market.

Developed new business relationships and negotiated framework agreements.

Led global sales delivery in 2021 with sales receipts of £2.4m.

Developed and implemented a balanced workforce bonus structure, incorporating both performance metrics and safety KPIs to promote productivity and workplace safety.

Senior Site Manager
J. Murphy & Sons – Murphy Ground Engineering   **2017 – 2019**

Managed client communications and project updates.

Created Inspection and Test Plans (ITPs) and ensured quality control.

Senior Project Engineer
Cementation Skanska   **2015 – 2017**

Executed foundation contracts in London, managing logistics and personnel.

Assisted in developing and implementing proprietary instrumentation technology.

Project Coordinator; Project Manager
Pacer Foundations Corporation   **2011 – 2014**

SKILLS

Data Analysis: Python, SQL, R
Data Visualisation: Tableau, PowerBI, Looker
Project Management: Strategy development, process optimisation, team leadership
Business Development: Market analysis, client relationship management implementations, sales strategy