

NICHOLAS D. MACDONALD, MBA, FPQP

Lecturer of Small Business Management

Contact

University of Maine at Machias
116 O'Brien Avenue
Machias, ME 04648

+1.207.255.1242

+1.207.318.2383

nicholas.macdonald@maine.com

<http://www.linkedin.com/in/nicholasdmacdonald>

Research Interests

- Effective leadership skills and increased diversity affects on inequality
- Actionable steps that small businesses can take to provide a living wage
- Personal finance education's affect on a rural community

Professional Skills

Team Leadership
Organizational Change
Financial Paraplanner, FPQP
Negotiation Tactics
HTML/Javascript/CSS
IVR Design
Notary Public
CX Professional Speaker
Continuous Improvement
Organizational Behavior

Personal Skills

Results Driven
Progressive
Empathetic
Creative
Problem Solver

Profile

Highly motivated to create an environment of creative learning and development. I am confident in my open minded focus on each individuals success. Extremely motivated to constantly develop my skills to create a refreshingly different learning experience.

Education

Certified Financial Planner Certificate

Husson University | May 2024

M.B.A in Finance & Information Systems

Forbes School of Business & Technology, Ashford University | May 2019

Thesis: Increasing CX and Efficiency through Contact Center System Analysis

B.A. in Organizational Management

Forbes School of Business, Ashford University | June 2016

Course concentrations in Leadership, Organizational Change, Strategic Management, and Organizational Behavior

Thesis: Changing Health Care in the face of Inflation and Stagnate Wages

Transferred Credits:

Economics & Equine Science, UMaine | Aug 2011 - May 2012

Business & Technology, Bob Jones University | Jan 2008- May 2011

Pre-Veterinary Medicine, University of New England | Aug 2007-Dec 2008

Professional Certification

Financial Paraplanner Qualified Professional

College of Financial Planning | Apr 2020

Lean Six Sigma Yellow Belt, Credential ID 74587382

The Lean Six Sigma Company | Jun 2022

Professional Education

Bank Operations Diploma

Center for Financial Training & Education Alliance | 2018-2020

General Banking Diploma

Center for Financial Training & Education Alliance | 2015-2020

Academic Experience

Lecturer of Small Business Management

University of Maine at Machias | Aug 2022 - Present

Adjunct Business Instructor

Washington County Community College | Dec 2020 - Present

Teaching

Lecturer of Small Business Management

University of Maine at Machias | Aug 2022 - Present

- BUS 111: Introduction to Small Business
 - ◊ Fall 2023– 1 Distance Synchronous Section
 - ◊ Fall 2022–1 Online Asynchronous Section
- BUS 325: Business Ethics & Social Responsibility
 - ◊ Fall 2023– 1 Distance Synchronous Section
- MAN 332: Human Resource Management
 - ◊ Fall 2023–Fall 2023– 1 Distance Synchronous Section
- BUS 106: Introduction to Personal Finance
 - ◊ Spring 2023—1 Distance Synchronous Section
 - ◊ Fall 2022— 1 Distance Synchronous Section
- MAN 318: Organizational Behavior
 - ◊ Spring 2023—1 Distance Synchronous Section
- MAN 321: Operations & Project Management
 - ◊ Spring 2023–1 Online Asynchronous Section
- MAN 325: Small Business Finance
 - ◊ Spring 2023–1 Online Asynchronous Section
- MAN 302: Small Business Management & Entrepreneurship
 - ◊ Fall 2023–1 Online Asynchronous Section
 - ◊ Fall 2022–1 Online Asynchronous Section

Adjunct Business Instructor

Washington County Community College | Aug 2022 - Present

- Foundations of Financial Planning FPQP Certification Course
 - ◊ Summer 2023, Distance Synchronous
- BUS 218 OL: Business Finance
 - ◊ Spring 2022—1 Online Asynchronous Section
 - ◊ Spring 2021—1 Online Asynchronous Section
- ECO 200: Macroeconomics
 - ◊ Spring 2022–1 Online Asynchronous Section
- BUS 230 OL: Supervisory Management
 - ◊ Fall 2021—1 Online Asynchronous Section

Service

University of Maine at Machias

- AFUM Machias Chapter Negotiating Team Member
- THOR Executive Committee
- Business and Entrepreneurial Studies Program Coordination
- Faculty Mentor to Business & Entrepreneurial Studies Students
- Kappa Delta Phi Advisor
- Co-hosted Roast & Brew Registration Event with Garret Lee, Dr. Uriah Anderson, and Dr. Eric Jones
- Safe Zone Certified
- University of Maine Allies Member
- Consistent attendance at all Division and Faculty Meetings
- Attended new faculty orientation at the University of Maine, Orono Campus
- Attended the New Faculty Seminars provided by CITL at the University of Maine—Fall 2022

University of Maine System

- Washington County Extension Advisory Council at University of Maine | Jun 2022 - Present
 - ◊ President of Washington County Extension Executive Board | May 2023—Present
 - ◊ Assistant Extension Professor, Maine Sustainable Agriculture and Livestock Educator Search Committee | May 2023—Present
 - ◊ Open House Sub-committee | Sep 2022- May 2023
 - ◊ EFNEP Community Education Specialist Search Committee | Oct 2022-Jan 2023

Community

- Pro bono financial planning services | Sep 2022-Present
- Vice Chair, Board of Directors at Downeast Community Partners | Dec 2021-Present
- Business Studies Advisory Committee at Washington County Community College | Apr 2020- Present
- Treasurer, Board of Directors at Whispering Pine Equine Alliance | Oct 2018—Present
- Planning Board Member, Jonesboro, ME | Sep 2017 -Present
- Board, Member, Washington County Extension Advisory Council | Jun 2022-Mar 2023
- Small Business Management Presentation to Rose Gifted and Talented Students | Nov 15, 2022
- Director, Downeast Community Partners | Apr 2021-Dec 2021
- Digital Coordinator, Washington County Democratic Committee | Mar 2017—Sep 2021
- Maine Democratic State Committee Member, Maine Democratic Party | May 2018-Sep 2021
- Community Captain, Ringelstein for U.S. Senate Campaign | Jul 2018-Nov 2018
- Guardian, Honor Flight Maine | Oct 2018
- Event Host, Marine Toys for Tots Foundation | Dec 2012-Dec 2017

Professional Associations

Current

- Financial Planning Association

Past

- Association of Computing Machinery
- EqualityMaine
- University Business Association at Bob Jones University
- South Carolina Student Legislature

Professional Experience

Business & Financial Coach

Unique Truth: Capital & Counsel | June 2023 - Present

Financial Principal Education	Strategic Business Development & Roadmap
Financial goal development & strategy	Lean Six-Sigma Strategic Project Evaluation
Understanding Credit & credit score	Executive Leadership Coaching
Retirement Planning	Organizational Culture Consulting

Director of CX

C-Lect Consulting | Sep 2022 - Present

CX & Efficiency driven consulting for Contact Centers, Schools, and Small Businesses
Results focused technology sales

Owner & Photographer

H&M Photography | Jan 2010 - Present

Senior Portraits
Family Portraits
Event Photography

Owner, Finance & Herd Manager

Hammond Lumber Company | Jun 2018 - Nov 2020

Financial Management	eCommerce Design and Development
Herd Healthcare	Product Sales
Breeding Management	Strategic Marketing
Product Development	

AVP, Customer Service Manager & Financial Health Coach

Machias Savings Bank | Apr 2021-Aug 2022

Provides servant leadership to contact center leadership
Contact center liaison and advocate to senior leadership
Provides financial coaching to grow others financial health
Accountable for Contact Center Operations and SLA's
Fosters a consistently refreshingly different experience
Implemented significant efficiency gains including workforce management and voice biometrics.

Customer Service Manager

Machias Savings Bank | Sep 2019 - Apr 2021

Accountable for Contact Center Operations and SLA's
Provides servant leadership to contact center team
Led unified omnichannel contact center project
Fostered a consistently refreshingly different experience

Team Leader, Customer Service

Machias Savings Bank | Aug 2016 - Sep 2019

Involved in numerous projects including Statement Design & Print Project, Innovation Station Group, & Internet Banking Review
Agent Training & Supervision
CX: Research & Development

Prior Experience Includes:

Aug 2008 - Aug 2016

Customer Service Agent I-II, Machias Savings Bank
District Loss Prevention Detective, HomeGoods TJX Companies
Merchandise Coordinator, HomeGoods TJX Companies
E3 Hospitalman, U.S. Navy
Sales Floor Associate, TJ Maxx/HomeGoods TJX Companies
Front of House Staff, Ruby Tuesday
Server & Bar Tender, Black Sheep Tavern
Cashier/Garden Center Associate, Lowe's Home Improvement
Mechanical Maintenance Reliability Technical Assistant, Verso Paper
IT Technician & Paper Machine Tender, Verso Paper
Residential Construction & Sales, Fort Knox Construction
CLO2 Process Safety Management (PSM) & Risk Management Plan (RMP) System Analyst, Verso Paper
Interior Design Assistant, Manchester Designs
Security Guard, Museum & Gallery at Bob Jones University
Wrangler & Counselor, TW Quarter Circle Ranch
Team Member & Shift Leader, Dunkin Brands
Kayaking Guide Intern, Rippleffect

Presentations, Panels, & Podcasts

Conference Presentations

MacDonald, N. D. (2022, October 13). What Everyone Ought to Know About the Latest Technology Trends Affecting Contact Center Efficiency and Customer Strategies [Conference Presentation]. Contact Center Week by Customer Management Practice IQPC.

MacDonald, N. D. (2021, December 15). *How to Use Artificial Intelligence Tools to Optimize the Effectiveness of Human Agents* [Conference Presentation]. Contact Center Week by Customer Management Practice IQPC.

MacDonald, N. D. (2020, January 27). *Contact Center Operations Track: Match Made in Heaven: How to Find Your BPO* [Conference Presentation]. Contact Center Week by Customer Management Practice IQPC.

Panels

MacDonald, N. D., Porter, B., Trotter, V., & McCreery, A. (2021, October 21). *Using Artificial Intelligence to Optimize the Effectiveness of Human Agents* [Panel]. Contact Center Week by Customer Management Practice.

MacDonald, N. D., Lawson, K., Lichtenstein, A., Merrick, M., & Konda, K. (2020, November 17). *The Next Generation of Customer Care* [Panel]. Digital Business Summit by ISG.

Podcasts

Belfiore, B., & MacDonald, N. (2022, October 13). *Maximizing the Human in the Call Center* [Podcast]. CallTalk With Benchmark Portal. <https://resources.benchmarkportal.com/calltalk/maximizing-the-human-in-the-call-center>

Awards & Honors

2018 Machias Savings Bank Service Employee of the Year Nominee

2016 Machias Savings Bank Sales Employee of the Year Nominee

Machias Savings Bank President's Award 2015 Exceptional Customer Experience

2014 Machias Savings Bank Employee of the Year Nominee

Continuing Education Credits & Professional Development

Understanding the Impacts of Poverty | *Community Caring Collaborative* | Feb 2023

Maine Financial Educators Virtual Training | *Champlain College Center for Financial Literacy* | Dec 2022

Preventing Elder Financial Abuse | *MSB FPQP LinkedIn Learning* | Apr 2021

Ethics: Policy and Personal Judgement for Tellers | *MSB FPQP LinkedIn Learning* | Apr 2021

MSB Leadership Institute | *Holloway Group LLC* | Dec 2021

Diversity & Inclusion | *MSB FPQP LinkedIn Learning* | Aug 2021

Managing a Customer Contact Center | *MSB FPQP LinkedIn Learning* | May 2021

Northern New England School of Banking | *ME, VT, & NH Banking Associations* | Oct 2019

Today's Supervisor Certificate | *CFTEA* | May 2019

The Conference on Leadership and Development and Teambuilding | *Skillpath* |

MSBBootCamp Assistant Manager Training | *Holloway Group LLC* | Aug 2016-Dec 2016

References

Karen Beeftink, Ph.D., Professional Studies Division Chair

University of Maine at Machias | karen.beeftink@maine.edu | +1.207.255.1249

Uriah Anderson, Ph.D., Arts & Letters Division Chair

University of Maine at Machias | uriah.anderson@maine.edu | +1.207.255.1329

Heather Ball, Ed.D., Associate Dean for Academic Affairs

University of Maine at Machias | hball@maine.edu

Jason Harkins, Ph.D., Interim Executive Dean & Associate Professor of Management

University of Maine at Machias | Jason.harkins@maine.edu | +1.207.581.1932

Jonathan Alley, SVP Regional Market Manager

Machias Savings Bank | jalley@machiassavings.com | +1.207.255.9359

Danielle Daley, MBA, EVP Chief Human Resources Officer

Machias Savings Bank | ddaley@machiassavings.com

Betsy Fitzgerald, MA, County Manager

Washington County, Maine | manager@washingtoncountymaine.com | +1.207.255.3127

Angela Rackliff, AVP Deposit Operations Manager

Kennebec Savings Bank | +1.207.598.0611