

NICHOLAS D. MACDONALD, MBA, FPQP

Lecturer of Small Business Management

Research Interests

- Effective leadership skills and increased diversity impact on inequality
- Actionable steps for small businesses to provide a living wage
- Personal finance education's effect on a rural community
- Agile lean six-sigma management's impact on the aquaculture industry

Professional Skills

Team Leadership
Organizational Change
Financial Planning
Negotiation Tactics
HTML/Javascript/CSS
IVR Design / REST API
CX Professional Speaker
Continuous Improvement
Organizational Behavior

Contact

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

+1.207.255.1242
+1.207.318.2383

nicholas.macdonald@maine.edu

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

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

Computer Science Teacher

Machias Memorial High School | Jan 2024 - Jun 2024

Education

Certified Financial Planner Certificate

Husson University | Dec 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

Teaching

Lecturer of Small Business Management

University of Maine at Machias | Aug 2022 - Present

Course Code	Course Title	Term Offered	Delivery Method	Number of
BUS 106 / FIN 106	Introduction to Personal Finance	Fall 2022 - Present	In-Person/Distance Sync	3
BUS 111 / MGT 111	Introduction to Small Business	Fall 2022 - Present	In-Person/Distance Sync	2
			Online Asynchronous	1
MAN 302 / MGT 342	Small Business Management	Fall 2022 - Present	Online Asynchronous	3
MAN 318 / MGT 318	Organizational Behavior	Spring 2023	In-Person/Distance Sync	1
MAN 321 / MGT 321	Operations & Project Management	Spring 2023– Present	Online Asynchronous	2
MAN 325 / FIN 325	Small Business Finance	Spring 2023 - Present	Online Asynchronous	1
MAN 406 / MGT 406	Sustainable Small Business	Spring 2024	Online Synchronous	1

Adjunct Business Instructor

Washington County Community College | Aug 2022 - Present

Course Code	Course Title	Term Offered	Delivery Method	Number of
BUS 218 OL	Business Finance	Spring 2021 - Present	Online Asynchronous	2
ECO 200	Macroeconomics	Spring 2022	Online Asynchronous	1
BUS 230 OL	Supervisory Management	Fall 2021	Online Asynchronous	1

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>

Service

University of Maine at Machias

- UMaine / USM Rural Issues Symposium Steering Committee | Spring 2024 - Present
- UMaine / UMaine Machias Budget Committee | Spring 2024 - Present
- UMaine / UMaine Machias Mental Health Task Force | Spring 2024
- University of Maine IT Strategic Council (ITSC), Machias Representative | Fall 2023—Present
- University of Maine Educational Technology Advisory Committee, Machias Representative (ETAC) | Fall 2023—Present
 - Web Conferencing RFP Subcommittee | Spring 2024 - Present
- AFUM Machias Chapter Negotiating Team Member | Fall 2023—Present
- Small Business Management Program Coordination | Fall 2024 - Present
- THOR Executive Committee | Spring 2023—Present
- Business and Entrepreneurial Studies Program Coordination | Fall 2022—Spring 2023
- Faculty Mentor to Business & Entrepreneurial Studies Students | Fall 2022—Present
- Kappa Delta Phi Advisor | Fall 2022 - Present
- Co-hosted Roast & Brew Registration Event with Garret Lee, Dr. Uriah Anderson, and Dr. Eric Jones | Fall 2022
- Safe Zone Certified | Fall 2022
- University of Maine Allies Member | Fall 2022 - Spring 2023
- Consistent attendance at all Division and Faculty Meetings
- Attended new faculty orientation at the University of Maine, Orono Campus | Fall 2022
- Attended the New Faculty Seminars provided by CITL at the University of Maine | Fall 2022

University of Maine System

- University of Maine System Student Systems Steering Committee (SSSR), Faculty at Large Representative | Fall 2023 - Present
- 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—July 2023
 - ◊ Open House Sub-committee | Sep 2022– May 2023
 - ◊ EFNEP Community Education Specialist Search Committee | Oct 2022-Jan 2023

Community

- 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
- Pro bono financial planning services | Sep 2022-Present
- Interim Chair, Board of Directors at Downeast Community Partners | Sep 2022-Jan 2024
- Vice Chair, Board of Directors at Downeast Community Partners | Dec 2021-Aug 2023
- 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 Experience

Business Management Consultant & Financial Coach

Unique Truth: Capital & Counsel | June 2023 - Present

Financial Principal Education

Financial goal development & strategy

Understanding Credit & credit score

Retirement Planning

Strategic Business Development & Roadmap

Lean Six-Sigma Strategic Project Evaluation

Executive Leadership Coaching

Organizational Culture Consulting

Director of Client Engagement

C-Lect Consulting | Jan 2024 - Present

Create alignment of sales, internal services, and partner solutions to deliver exceptional client outcomes.

Leveraging a data-driven approach to guide clients toward best practices and operational excellence, ensuring their success in the digital landscape.

Owner & Photographer

H&M Photography | Jan 2010 - Present

Senior Portraits

Family Portraits

Event Photography

Owner, Finance & Herd Manager

H&M Homestead | Jan 2010 - Present

Financial Management

Herd Healthcare

Breeding Management

Product Development

eCommerce Design and Development

Product Sales

Strategic Marketing

Director of CX

C-Lect Consulting | Sep 2022 - Jan 2024

CX & Efficiency driven consulting for Contact Centers, Schools, and Small Businesses

Results focused technology sales

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

Continuing Education Credits & Professional Development

Sprinklr Service Supervisor Pro | *Sprinklr* | Jan 2024

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

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

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

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

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

fiveg Certified Administrator | *fiveg* | Nov 2019

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

Maine Banker's Association Emerging Leader Conference | *ME Banking Association* | Oct 2016

Professional Associations

Current

- Financial Planning Association

Past

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

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

Licenses and Commissions

Class A Commercial Drivers License | *State of Maine* | Dec 2024

Marriage Officiant | *State of Maine* | Jul 2023 - Jan 2028

Life and Health Insurance Producer License | *State of Maine* | Issued Jun 2023

Notary Public | *State of Maine* | Jan 2021-Jan 2028

References

Uriah Anderson, Ph.D., Creative Arts & Professional Studies 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., Executive Dean & Associate Professor of Management
University of Maine at Machias | Jason.harkins@maine.edu | +1.207.581.1932

Michael Curran, Ph.D., Assistant Professor of Business
University of Maine at Fort Kent | Michael.curran1@maine.edu | +1.412.200.0978

Karen Beeftink, Ph.D., Professional Studies Division Chair
University of Maine at Machias | karen.beeftink@maine.edu | +1.207.255.1249

Rhonda French, MBA, Senior Instructor
Washington County Community College | rfrench@wccc.me.edu

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

Angela Rackliff, AVP Deposit Operations Manager
Kennebec Savings Bank | +1.207.598.0611

Matthew Parker, Senior Executive Sales Director
five9 | matthew.parker@five9.com | +1.603.848.8772

Sandy Ko Fonseca, Founder & Principal, Customer Contact Women
Customer Management Practice | sandy.ko@customermanagementpractice.com

Denise Cilley, MBA, Associate Director
Sunrise County Economic Council | dcilley@sunrisecounty.org