

# John J MacDonald

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## Professional

**Sales Operations Manager**, MICROSOFT, Consumer y Online, Madrid, 2003-09.  
Responsible for sales operations of MSN Spain. Optimization of sales strategy and processes to guarantee customer satisfaction. Implemented local controls in line with corporate standards. Managed "Rhythm of Business" for sales team. Supported annual contract negotiations and account resolution issues for Tier 1 customers and agencies (Havas Media, Interactive Zenith, OMD, Match.com). Vendor management for advertising campaigns (Operative), revenue collections (Accenture) and other technology providers.

**Sales Director**, MYALERT (Grupo Buongiorno), Madrid, 2001-03.  
Created advertising department. Sold digital advertising services for mobile phones (SMS) and email database solutions to Spanish clients and agencies. Defined multimedia marketing projects and CRM programs for Unilever and Vodafone. Developed SMS mobile profit sharing models with off-line media such as Telecinco and Antena3 (B2C).

**International Account Director**, 24/7 REAL MEDIA, Miami and Madrid, 1999-2001.  
Sold Internet advertising campaigns, ad server technologies and provided portal representation agreements in our sales network. Established first Latin American office. Relocated to Spain. Top sales performer. Clients included Ford, Turespaña, Intercitrus, etc.

**Advertising Sales Manager**, MTV Networks Latin America, VIACOM, Miami, 1996-99.  
Started advertising sales department. Increased clients from 1 to 33. Managed operational agreement with MVS Comunicaciones. Business development of LATAM pan-regional advertising plans as well as local campaigns in Brazil, Mexico, Argentina and others.

**Business Development Manager**, GRUPO TELEVISA, Los Angeles and Miami, 1993-96.  
Reorganized editorial advertising business unit into US Hispanic and Latin America divisions. Coordinated sales representative agents in the Americas, Europe and Asia.

**Account Executive**, PC Week Magazine, ZIFF-DAVIS, New York, 1989-93.  
Surpassed +30% advertising sales budget for Eastern US region during tenure.

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## Education

**Masters in Business Administration**, INSTITUTO DE EMPRESA, Madrid, 2003.  
(Highest ranked executive MBA in Europe, source: Wall Street Journal).

**Bachelor's of Arts**, COLGATE UNIVERSITY, Hamilton, NY, 1989.  
Major in Romance Languages and Literature; minor in Theology.

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## Military

**Captain**, Operations, United States Army National Guard (Reserve); 1990-99.

**Lieutenant**, Telecommunications, United States Army; 1986-88.

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## Additional

Dual nationality, US and Spanish citizenship.

Native **English**, fluent **Spanish**, basic Italian and Dutch.