

Christopher MacDonald

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Award-Winning VP Sales and Business Development and Entrepreneur

SUMMARY

Innovative digital media pioneer and award winning entrepreneur with a substantial record of prospecting high margin growth opportunities and rapidly getting them to market. Senior Sales and Business Development leadership positions with startups and industry leaders such as Comcast, NBC, New York Times Digital, The Boston Globe, Lycos and Cheapflights. Founded, funded, grew and sold three startups, returning an average ROI of 400% to investors. Passionate about technology, always looking to drive more revenue by being ahead of the curve. Exceptional Rolodex of C-suite decision makers.

SKILLS

Revenue Growth * Executive Leadership * Sales Management * Strategic Partnerships * P&L Management * Team Building * Superior Negotiation Skills * Global Expansion * Revenue Forecasting * Display Ad Sales * Mobile Advertising * Location-Based Advertising * Online Travel * Metasearch * Agency Relations * Media and Publisher Partnerships * Budgeting

ACCOMPLISHMENTS

- Salesperson of the Year - boston.com
- MP3.Boston.com - Developed the first local music site for major US media company
- DunkinDonuts.com - Lead development of the first DunkinDonuts.com website as part of an ad sales deal
- MIMC Award Winner - Best Entertainment Site: MP3.Boston.com (beating Yahoo)
- President's Club - Lycos
- Future Stars Award - BIA Kelsey Startup Competition
- Mobile World Congress Barcelona - Panelist
- Founded and Sold 3 Startups
- Command Keynote - Bermuda Ministry of Telecommunications Online Marketing Seminar
- Launched Boston office of Viamedia - Won "Office of the Quarter" profitable 11 months ahead of forecast
- Founded stringthis.com, one of the first and most successful online retailers of guitar strings globally, Acquired
- Founded IndependentFilms.com, one of the first websites to stream short films and documentaries, Acquired
- Founded UpRing LLC, an early mobile advertising platform utilizing click-to-call ads, call tracking and analytics to drive qualified leads for SMB's

EMPLOYMENT HISTORY

Global Business Development, CheapFlights Media

Boston, MA

2015 - 2016

Cheapflights is a leading global flight comparison and travel publishing platform dedicated to finding the best value flights through the application of innovative, intuitive technologies. Originating in the United Kingdom and now part of The Momondo Group, Cheapflights made its entrance as the first travel vertical search engine and flight comparison site in 1996.

- Exceeded Revenue growth expectations for travel related search advertising by \$6m in 2015.
- Expanded global presence to more than 20 countries.
- Grew mobile advertising revenues by 160%. selling new mobile advertising products to airlines, hotels and OTA's.
- Introduced mobile click to call and dynamic display, resulting in over \$2m in incremental revenues.
- Awarded day to day management of top global accounts representing over 50% of total US revenue.

Vice President Business Development, Bidding for Good, Inc

Cambridge, MA

2010 - 2012

BiddingForGood, Inc. is a charitable e-commerce company that connects fundraisers, cause-conscious shoppers, and

socially responsible businesses.

- Introduced new brand marketing product, giving major retail brands exposure in over 5,000 auctions.
 - Added \$1.5m in new revenues through partnerships with brands like PGA of America and Hilton.
 - Gained board approval for expansion of pilot program through development of detailed business and operational plan, resulting in significant cost savings and profit margin growth of 10%.
 - Improved contract negotiation processes, shortening sales cycle by 30%, from 6 months to 4.5 months.
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Director - Digital Sales, NBC - New England Cable News

Needham, MA

2007 - 2009

New England Cable News (NECN) is a regional 24-hour cable news network owned and operated by NBC (as part of the NBC Owned Television Stations division) serving the New England region of the United States.

- Added \$1 million annual digital video advertising business to NECN's existing suite of advertising products.
 - Grew online advertising revenues by \$1.5m annually (10% of total digital revenues).
 - Introduced online ad sales to traditional TV sales force, adding 10% to each sales rep's goals for digital.
 - Minimized unsold ad inventory to just 5% by negotiating high CPM contracts with ad networks.
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General Manager, Viamedia, Inc.

Boston, MA

2003 - 2006

Viamedia is the leading independent cable advertising management company in the US, providing successful media solutions for local, regional and national advertisers by inserting advertising onto major cable networks like ESPN, MTV, DISCOVERY, and CNN.

- Awarded top executive position in New England the #5 television market in the US.
 - Launched office from scratch, growing to \$3million annualized revenue in under 1 year.
 - Exceeded revenue and profitability forecasts, achieving profitability 11 months ahead of expectations.
 - Awarded Office of the Month in December 2004 for generating 200% of revenue goals.
 - Grew office to 8 salespeople plus administrative and support staff.
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Manager Strategic Partnerships, Lycos, Inc

Waltham, MA

2000 - 2002

Lycos is a search engine & web portal established in 1994, spun out of Carnegie Mellon University. Lycos completed the fastest IPO in NASDAQ history and became the most visited online destination in the world in 1999.

- Achieved 130% of revenue goals in first 3 quarters.
 - Awarded President's Club honors in 2000 for consistently achieving over 125% of revenue goals.
 - Contributed to rapid growth through complex, \$10m+ revenue partnerships.
 - Decreased Sales cycle by 30% through innovative prospecting methodologies.
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Director Business Development, NY Times Digital - Boston.com

Boston, MA

1997 - 2000

Boston.com was one of the first news websites on the public web, launched in late October 1995 by Boston Globe Electronic Publishing Inc., the Internet subsidiary of The Boston Globe, a division of New York Times Digital.

- Contributed to revenue as #1 Local salesperson, beat goals by 500% in first 2 quarters.
 - Achieved promotion to Business Development Manager after consistently beating goals by over 200%.
 - Negotiated content and revenue partnerships including \$2 million dollar partnership with Travelscape.
 - Expanded relationship with largest advertiser, Dunkin' Donuts, from \$25k to \$250k.
 - Awarded MIMC (now MITX) Award for Best Entertainment site for MP3.Boston.com beating over 300 entrants.
 - Sold \$250,000 marquis sponsorship of mp3.boston.com pre-launch.
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Entrepreneur: Founder and CEO, UpRing, LLC; Independentfilms.com., Stringthis.com

Boston, MA

1998 - 2014

Founded startups including *Stringthis.com*, one of the first online retailers of guitar strings; *IndependenFilms.com*, a pioneering portal for filmmakers; and *UpRing LLC*, a location-based mobile click-to-call advertising platform for SMB's.

- **UpRing:** Awarded Silver Prize at Future Stars startup competition in Austin, TX among 500 entrants.
- Launched pioneering site for filmmakers, **Independentfilms.com** which returned 300% ROI on acquisition.
- IndependentFilms.com streamed films and trailers and included casting database of 2500 actors.
- Founded **Stringthis.com**, an e-commerce site selling white labeled guitar strings in 20 countries globally.
- Developed highly profitable e-commerce model with stringthis.com margins exceeding 70%.

Founder and Contract Consultant, Boston Broadband Consulting

Boston, MA

2000 - 2012

Independent consultant for media, publishing, startups, and growth-phase companies. Generated operating plans for 400+ newspaper sites as a consultant for CEO of Gatehouse Media.

- Added \$8 million in revenues through introduction of revenue-sharing shopping environment for Gatehouse.
- Expanded business by \$2.5 million (CAD) in annual recurring revenues for Anime News Network.
- Saved 15% for ANN on operating expenses through implementation of quality ad serving infrastructure.
- Expanded digital marketing product suite by \$20 million per year in new revenues through collaboration with the Gatehouse executive team to develop Propel Marketing, a new business unit.

Tour Publicist, Dave Matthews Band

Boulder, CO

1993 - 1996

- Increased awareness for over 200 tour dates a year by arranging interviews and in-studio radio appearances.
- Generated Press releases surrounding tour dates and album releases and distributed to a list of 1200 media.
- Increased exposure for the band while on tour by arranging press meetings and interviews and concert reviews.
- Crafted professional press kits for first major label release; distributed to over 1200 major media outlets.

EDUCATION

- University of Colorado, 1995.
- High School Diploma, Honors, The Manlius Pebble Hill School, 1988.

ASSOCIATIONS and COMMITTEES

- National Merit Semi-Finalist
- Boston Interactive Media Association
- Newspaper Association of America Online Advertising Committee
- Local Media Association
- IAB
- 212 Club
- Borrell Expert Panel - Local Media
- USA Today Road Warrior Contributor
- Mobile World Congress Barcelona - Panelist
- Massachusetts Interactive Media Council