

Scott Elton MacDonald

Objective

To obtain a strategic level position in management, in order to assist the organization in the development and implementation of its strategic plan.

Executive Profile

Executive with extensive strategic management experience in a variety of challenging business situations. Adept at managing change and aligning marketing strategies with strategic business planning. Exceptional communication and leadership skills combined with an experience-based approach. Demonstrated effectiveness in:

Strategic Planning	Business Development
MIS Planning/Implementation	ERP/MRP Sales and Consulting
Marketing Management	Sales Management
Sales Training	Problem Solving
Employee Development	Public Speaking
Public Relations	Media Relations
Financial Analysis	Software Selection
Project Management	Adult Education

Professional Qualifications

Huntington Bank – Dayton, Ohio
Market President

9/21 – Present

University of Dayton – Dayton, Ohio
Director MBA Program

5/16-9/21

The University of Dayton is a Catholic Marianist University with over 12,000 students. Founded in 1850.

- Developed the strategic messaging for the MBA Program.
- Renewed the Capstone classes to include a wider variety of client companies and student learning opportunities.
- Instituted the new online MBA Program.
- Grew the online MBA Program to the largest graduate program at the University.
- Coordinated the partnership with online technology company.
- Oversaw the creation of the new academic calendar, new policies and new procedures for the online program.
- Exceeded all forecasts for growth of the online MBA Program.
- Sourced new instructors for the MBA Program.
- Hired and directed new staff for both the online and on-ground MBA.

Civista Bank – Dayton, Ohio
Vice President, Commercial Loan Officer

8/11-5/16

Civista Bank is headquartered in Sandusky Ohio. Civista Bank has over \$1.2 billion in assets and 27 offices in Ohio.

- Responsible for banking needs of commercial banking clients.
- Mentor the existing Loan Officers in business development.
- Coordinate and oversee activities of underwriting staff members for each client.
- Advise clients concerning financial strategies.
- Analyze corporate information to determine credit quality and quantity.
- Provide banking resources to a wide variety of industries.
- Assisted in department's exceeding of loan production goal for the bank.
- Accountable for credit quality of banking customers.

KeyBank – Dayton, Ohio**2/04-8/11****Vice President, Middle Market Relationship Manager**

KeyBank is the 12th largest commercial bank in the United States with offices and operations across the Country.

- Consistent growth in book of business year over year since 2004
- Increased book of business in 2008 by 29% while overall market was down
- Improved portfolio contribution margin from \$589,000 in 2004 to \$1,859,000 in 2008
- Completed the largest healthcare transaction in the KeyBank system in 2008 (\$110,000,000)
- Responsible for banking needs of clients over \$25 million in sales.
- Advise clients concerning financial strategies.
- Analyze corporate information to determine credit quality and quantity.
- Provide banking resources to a wide variety of industries.
- Specialize in Public Sector and Healthcare Finance.
- Assisted in department's exceeding of contribution margin goal in 2005 by 9%.
- Coordinate and oversee activities of underwriting staff members for each client.
- Accountable for credit quality of banking customers.

COUNTY CORP – Dayton, Ohio**5/01 – 2/04****Vice President of Economic Development**

COUNTY CORP is one of the Miami Valley's largest Economic Development organizations with a budget of over 11 million dollars. Currently COUNTY CORP operates a variety of programs in both Economic Development and Housing Development.

- Direct the commercial lending operations of the Economic Development staff.
- Analyze corporate information in order to determine loan eligibility.
- Developed the marketing plan for the Economic Development Department.
- Planned and directed the implementation of the marketing plan.
- Responsible for the daily operations of the Economic Development Department.
- Coordinate the activities of the Economic Development Staff.
- Recognized by Industry trade group (NADCO) as top growth organization (percentage increase year over year) for 2002.
- Completed the fiscal year 2003, \$3,000,000 over goal.
- Streamlined operations by consolidating software systems.

Gemini Software Solutions – Centerville, Ohio**7/99 – 5/01****Vice President of Business Affairs**

An information technology development firm, which specializes in custom application software, web-enablement of business processes and network support. The company has seen over 100% growth annually in both sales and staff. *2000-2001 Enterprise Spirit Award recipient.*

- Responsible for the identification of clients' business needs and interpreting the needs to create technology solutions.
- Consulted with clients on a wide variety of technology issues.
- Created and manage alliance program.
- Established policies and procedures to enable rapid growth.
- Implemented Sales and Marketing plan which facilitated rapid growth.
- Acquired investors to facilitate growth.
- Accountable for acquiring new customers.
- Responsible for developing and implementing marketing strategy.
- Accountable for developing and implementing human resources department.
- Oversee general business operations of the company.
- Liaison to outside professional council. (legal, financial)
- Organize and coordinate efforts of the company's advisory board.
- Participated in the development and implementation of the company strategic plan.

- Managed the planning and implementation of various information networks.

Dayton Area Chamber of Commerce – Dayton, Ohio

1/97 – 7/99

Manager of Business Development

Regional Chamber of Commerce with over 3500 members representing in excess of 30,000 employees in the Miami Valley. *1998-1999 Nations Best Chamber* recipient.

- Responsible for the planning and implementation of new technology.
- Developed and presented State of Ohio Y2K education program for businesses.
- Created and facilitated Chamber Ethics program.
- Facilitated Ethics training for local businesses.
- Implemented and maintained NT network and PCs.
- Counseled a wide variety of companies about methods/strategies for increasing company performance.
- Consulted with local companies to identify new and expanding markets.
- Helped local businesses locate financial resources and maintain jobs in the Miami Valley.
- Developed and assisted in implementing strategic plans with local companies.
- Actualized and instructed seminars on small business finance and strategic planning for The Ohio Department of Development.
- Represented the State of Ohio at various expositions for the purpose of attracting new companies to Ohio.
- Developed and implemented the strategic plan for Dayton Foreign Trade Zone Inc.

Provident Bank - Dayton, Ohio

8/94 – 1/97

Financial Center Manager

Commercial bank with over \$3 billion in assets. Offices are located in Ohio and Kentucky with operations covering much of the United States.

- Liaison between commercial banking and retail banking departments.
- Increased loan activity by fifty percent during first year as manager.
- Developed and implemented a strategic plan for the turnaround of multiple financial centers.
- Achieved a high level of sales through creative marketing and community relations.
- Obtained *Wall of Fame* recognition for 20 consecutive months.
- Cultivated sales initiative reflective in successive Goalbuster awards.
- Enhanced Provident's recognition in the local market.

Fifth Third Bank – Dayton, Ohio

2/92 – 8/94

Banking Center Manager

One of the nations top 100 banks, with locations nationwide. Fifth Third is a commercial bank with a wide variety of products and services for both commercial and retail customers.

- Actualized the turnaround of multiple banking centers.
- Ascertained and authorized both commercial and consumer loans.
- Responsible for the profit and loss operations of various banking centers.
- Accountable for strategic development of banking center's growth and profitability.
- Established new programs for business development and staff enrichment.
- Advanced first banking center from a monthly loss of \$5,000 to strong profitability within 8 months.

Smith Consulting Group Inc. – Dayton, Ohio

10/90 – 2/92

Consultant

Management consulting firm with several consultants and over \$700,000 in billing per year.

- Analyzed and recommended organizational structures.
- Researched and developed marketing strategies for clients.
- Conducted management training for companies of various sizes and types.

- Established and supervised Human Resource function for local marketing firm.
- Developed marketing audit for a manufacturer of water purification systems with over \$20 million in sales.
- Assessed new software for business development.
- Composed and analyzed employee and customer attitude surveys.

Everybody's Total Office Environment – Dayton, Ohio

5/88 – 10/90

Director of New Ventures

Steelcase dealership with 40 employees and \$10 million in sales annually. Created and developed three new divisions for the company in order to diversify the company and offer entry into competitors' accounts. Divisions were of various products and client types.

- Composed and implemented the business plans for all three divisions.
- Secured over \$1.2 million in sales for all three divisions combined.
- Secured G.S.A. contract from the competition.
- Hired and trained staff for production and installation.
- Established marketing strategy for all three divisions.
- Supervised and trained sales staff for each division.

Academic Qualifications

University of Dayton – Dayton Ohio
Masters of Business Administration, December 1996

Miami University – Oxford, Ohio
Bachelor of Arts, May 1988
Major: Economics

University of Dayton
Adjunct Instructor – School of Business Administration Undergraduate
Classes Taught: Introduction to Business
Dates: 1/2016 – 5/2016

Wright State University
Adjunct Instructor - Management Department, Undergraduate and Graduate
Classes Taught: Management Development, Human Resource Management, Organization Behavior, Leadership Studies, Creativity & Innovation, and Business Ethics
Dates: 1/98 – 5/2016

Urbana University
Adjunct Instructor – Business School
Classes Taught: Business Ethics, Business Law I & II, Organization Behavior, Accounting, Finance, Leadership, Marketing, Strategic Planning, Production and Operations Management
Dates: 8/97 – 5/2016

Antioch University
Adjunct Instructor – McGregor School of Business, Masters of Management Program and Undergraduate Program
Classes Taught: Business Ethics
Dates: 10/00 – 5/2016

Professional Organizations Past and Present

- Community Capital Development Corporation Board Chairman 2012-2014
- Community Capital Development Corporation Board of Directors 2009 - 2016
- Junior Achievement of Dayton Board Member 2007 - 2015
- Dayton Region Manufactures' Association Board of Trustees 2016 - Present
- Dayton Business Journal 40 under 40 recipient 2001.
- Founder and Chairperson Dayton Area Chamber e-Coffee Committee
- Ohio Business Week Foundation Board of Directors
- City of Dayton e-Government Advisory Council
- Dayton Racquet Club Membership Council
- Dayton Area Chamber of Commerce CEO Development Committee
- Ohio Economic Development Council
- Miami Valley Employee Relations Committee
- Ambassador for the Ohio Foundation of Independent Colleges
- Dayton Foreign Trade Zone Board
- Company Coordinator for Junior Achievement
- Leadership Miami Valley Graduate
- Institute of Management Accountants
- Company Advisor for Ohio Business Week
- Ethics instructor for Dayton Area Chamber of Commerce
- Mentor for Dayton Area Chamber of Commerce CEO strategic planning course