

## WILLIAM MCDONALD

**Project Manager • Director of Engineering • Systems Engineer • Operations Manager**

~ Telecommunications ~

Equipped with an M.B.A. and extensive experience as a project manager, systems engineer, and consultant in the satellite communications industry. Excels in leading cross-functional teams to drive business development and new product innovation within fast-paced environments. Contributes to bottom-line improvements by aligning human resources with organizational goals. Applies a people-oriented management style that values clear communication, client satisfaction, and innovative solutions to bring positive energy and solid results. Possesses a track record of completing projects ahead of schedule and within budget. Expertise encompasses:

Operations Management	Project Management	Needs Assessment	Staff Training
Cost Analysis	System Design/Installation	Proposal Preparation	Team Leadership
Budget Development	Equipment/Systems Testing	Relationship Building	Online Research
Quality Assurance	Technical Writing/Illustration	Customer Satisfaction	Microsoft Office

### HIGHLIGHTS

- **Guided an engineering team and integrators to design, develop, and integrate** RF Downlinks, Uplinks, and Program Acquisition for the IP Prime super head-end. This was built to acquire video programming from satellites, re-encode the video, and deliver IPTV by satellite to telephone companies and others desiring to deliver video over IP networks to their subscribers.
  - *Efforts resulted in a new product, IP Prime, and a new company division.*
- **Tapped by a sales manager to spearhead a project** to troubleshoot a chronic satellite link interference problem experienced by one of his customers. Within two weeks, met with the customer, evaluated issues, designed and implemented a test procedure, and delivered a test report detailing recommended action items, such as changing transmit frequencies and transmit power levels.
  - *The customer implemented the action items, mitigating the interference, and was completely satisfied, complimenting the company's response and reversing a history of complaints.*
- **Participated as a member of a temporary workgroup** that partnered with a major direct-to-home satellite television company to investigate technology to initiate 2-way Internet broadband connectivity by satellite to its customers.
  - *As a result of the investigation, a decision was made to partner with another company that was concurrently launching satellite broadband to consumers, saving the DTH provider development costs.*
- **Designed an Excel spreadsheet to document thousands of relational data points**, including equipment circuit assignments, equipment configuration, status of circuits, and status of customers for the IP Prime head-end, which is still being used and updated after three years.
- **Developed an engineering solution to correct an audio problem** with a statewide videoconferencing network involving 37 sites. Led a team of five technicians to implement design changes to the 37 sites and complete an upgrade in ten days with no interruptions to the conference schedule.
- **Qualified as a GE Capital Green Belt** by completing a Six Sigma project to reduce by 80% the time required to collect data and publish updates to a personally designed and maintained specialized Internet web page.
- **Created a new satellite communications package**, SignalSat, which enables television broadcasters to extend the reach of their primary broadcast transmitters using satellite links to outlying transmitters.
- **Collaborated with a team of engineers on a new product**, Mobile Maritime Broadband, which provides Internet connectivity and voice over IP via satellite to marine locations, including yachts.
- **Contributed as a member of a workgroup** that defined new engineering document management procedures that were adopted by the company and reduced documentation labor hours by 20%.
- **Designed and maintained intranet websites** that described company field sites, driving directions to various company sites, and a database of worldwide satellite teleports.
- **Acknowledged for technical contributions** to Daniel Minoli's book, *Satellite Systems Engineering in an IPv6 Environment*, published in February 2009.

**Accolades:** "Recognition of Excellence" awards (7); "A-Team" awards (4); management cash awards (3)

## WILLIAM McDONALD

### CAREER TRACK

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#### WBMSAT PS

**Consultant** ..... 2007 to Present  
Provides customers in the satellite communications industry with consulting services including project management, satellite communication systems design, link analysis, cost proposal preparation, engineering diagram drafting, technical proposal writing, test plan preparation, equipment and systems testing, and training.

SES AMERICOM (*formerly GE Americom and RCA Americom*)

**Principal Member, Engineering Group** ..... 2000 to 2007  
Evaluated customer technology requirements, then designed customized, high-quality satellite communications systems that fulfilled those requirements within established cost constraints. Drafted cost proposals, engineering diagrams, technical proposals, and system description documents. Conducted satellite link analysis and prepared link budgets. Supervised equipment ordering and cost management. Coordinated system installation/integration and oversaw system acceptance testing. Directed vendor teams as well as in-house cross-functional teams.

**Regional Manager** ..... 1994 to 1999  
Provided leadership to as many as ten technicians at six satellite earth stations. Managed station operations to achieve greater than 99.95% availability of service while ensuring customer satisfaction and maintaining operational costs within annual budgets of up to \$2M. Delegated technician work assignments. Oversaw equipment and facility maintenance.

**Satellite Earth Station Manager** ..... 1983 to 1993  
Supervised up to three technicians and managed earth station operations to deliver better than 99.95% availability of service while containing operational costs within a budget of up to \$200K per year.

**Earth Station Technician** ..... Prior to 1983  
Installed, tested, maintained, and repaired satellite communications equipment. Interfaced with customers as well as technicians at other earth stations to verify operations, troubleshoot systems, and sustain a high level of communications availability.

**MILITARY EXPERIENCE:** Served as a Weapons Mechanic with the United States Air Force. Managed squadron supply inventory, loaded weapons on B-52 bombers, and trained and evaluated 20+ weapons loading teams.

### CREDENTIALS

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**Master of Business Administration**, University of La Verne, *La Verne, California*  
**Bachelor of Business Administration** (Summa Cum Laude), University of Guam, *Agana, Guam*  
**Associate of Arts in Electrical Engineering**, University of Guam, *Agana, Guam*

GE CAPITAL SIX SIGMA GREEN BELT WITH BLACK BELT WAVE 3 TRAINING  
FIRST CLASS RADIOTELEPHONE FCC LICENSE WITH RADAR ENDORSEMENT

Program Management Institute – Member; IEEE – Member; SCTE - Member  
Knights of Columbus – Officer (Grand Knight, Faithful Navigator, District Deputy, Financial Secretary)