

Jackson Macdonald

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AI IMPLEMENTATION & BUSINESS TRANSFORMATION

AI Adoption | Workflow Automation | Technology Deployment | Solution Design

Professional Summary

AI implementation and business transformation professional with experience translating complex business challenges into AI-enabled workflows, automation solutions, and enterprise technology deployments. Led AI initiatives supporting 3,500+ employees across 10 global brands, partnering with executive, business, and technical stakeholders from use-case discovery through implementation and adoption. Experienced in requirements gathering, solution design, cross-functional delivery, change management, and turning emerging technology into measurable operational outcomes.

Work Experience

AlphaGraphics & PostNet World Headquarters

Denver, CO

Global AI Initiative | Project Manager & AI Subject Matter Expert

Jan 2024–Present

- Lead enterprise AI transformation program supporting 3,500+ employees across 10 global brands, owning AI strategy, use-case prioritization, implementation, adoption, and measurement
- Partner with executive leadership and cross-functional teams to identify high-value AI opportunities, assess business workflows, prioritize use cases, and translate requirements into implementation roadmaps
- Design and deploy AI-enabled workflows using ChatGPT, Claude, Zapier, and automation tools, translating business needs into practical solutions that improve productivity and operational efficiency
- Built automation workflows eliminating 2,000+ manual tasks monthly through process redesign and intelligent automation
- Drive enterprise adoption through workshops, enablement programs, and executive reporting, measuring utilization and operational impact to inform future AI investment and roadmap priorities

Business Development Consultant

Aug 2024–Present

- Serve as strategic advisor to 20 franchise businesses, leading discovery with owners and operators to diagnose operational challenges, process gaps, and opportunities for business improvement
- Analyze performance data and business workflows to identify root causes, prioritize improvement opportunities, and develop actionable transformation plans
- Advise franchise owners on technology adoption, process improvement, and operational strategy, contributing to 8% YoY regional growth
- Lead executive-level working sessions and workshops to align stakeholders around priorities, implementation plans, and organizational change
- Partner with technology, marketing, operations, and other functional teams to translate business needs into scalable solutions and drive execution

Post-Acquisition Integration Manager (Temporary Assignment) | Sydney, Australia

Aug 2025–Nov 2025

- Selected by executive leadership for an international assignment leading onsite integration of a newly acquired 100-location franchise organization, aligning regional operations with global technology, marketing, and growth priorities
- Assessed business processes, organizational needs, and integration gaps to translate executive priorities into an actionable transformation roadmap with defined scope, milestones, and success measures
- Partnered with regional executives, global leadership, and cross-functional teams to prioritize initiatives, resolve implementation barriers, and drive execution in a high-ambiguity post-acquisition environment
- Designed scalable change-management, communication, and enablement frameworks to support adoption of new processes and operating models across the organization
- Established governance, executive reporting, and decision-making cadence to surface risks, track progress, and maintain alignment across regional and global stakeholders

IT Project & Implementation Manager

Oct 2023–Aug 2024

- Led end-to-end enterprise software implementation across 225+ franchise locations, owning requirements, rollout planning, stakeholder alignment, training, and adoption
- Gathered business and user requirements across a distributed franchise network, translating operational needs into technical requirements and implementation priorities
- Partnered with development teams, vendors, operations, and business stakeholders throughout the implementation lifecycle to resolve issues, coordinate delivery, and support successful deployment
- Designed adoption tracking, reporting, and operational processes to monitor rollout progress, surface implementation risks, and improve visibility for business and technical stakeholders

Education

University of Vermont — Burlington, VT
Bachelor of Science, Applied Economics
Minor: Business Administration

Technical & Professional Skills

AI & Automation: ChatGPT, Claude, Zapier, AI Agents, Prompt Engineering, Workflow Automation, AI Adoption Strategy, Process Automation

Technology Delivery: Digital Transformation, Requirements Gathering, Solution Design, Software Implementation, User Adoption, Change Management

Business Consulting: Executive Presentations, Stakeholder Management, Workshop Facilitation, Strategic Roadmapping, Business Process Optimization

Platforms: Monday.com, CRM Systems, E-Commerce Platforms