

WILLIAM MCDONALD

Senior Systems Engineer • Project Manager

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 for SES Americom using advanced technologies including DVB-S.2, MPEG 4 video over IP encoding, and IP multicasting. 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 an SES workgroup** collaborating with Echostar to investigate technology including ViaSat DOCSYS for Satellite to initiate 2-way Internet broadband connectivity by satellite to its customers.
 - *Result: Echostar decided to partner with WildBlue, a company that was concurrently launching satellite broadband to consumers using ViaSat technology, saving the DTH provider development costs.*
- **Developed an engineering solution to correct a system design problem** with audio in a statewide videoconferencing network involving 37 sites. Led a team of five technicians to implement design changes to the 37 sites, completing the upgrade in ten days with no interruptions to the conference schedule.
- **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, using ViaSat spread spectrum and carrier in carrier technology, which provides Internet connectivity and voice over IP via satellite to marine locations, including yachts. This product became the current KVH "MiniVSAT" product.
- **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%.
- **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

WBMSAT – Consultant (President and Owner) 2008 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, training, and technology and market research in the satellite communications field.

SES 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.

GE Americom (SES Americom) - 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.

RCA Americom (GE Americom) - 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.

RCA Americom - Earth Station Technician..... 1972 to 1983

MILITARY EXPERIENCE: U.S. Air Force, four years during VietNam war.

CREDENTIALS

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; PMI - --Member

Knights of Columbus – Officer (Grand Knight, Faithful Navigator, District Deputy, Financial Secretary)