Dennis D. McDonald, Ph.D.

Support for strategy, research, and writing based on extensive project management, consulting, and business development experience. Cell: 703-402-7382 Residence: Alexandria, Virginia USA
Email: ddmcd@ddmcd.com   Web site & writing samples: http://www.ddmcd.com/reports

Capabilities

Writing & Editing

- Proposals, Project & Experience Summaries, White Papers, RFI responses, Blogging & Social Media, Marketing Collateral, Website Contents, Capability Statements. Also Book, Movie, & Media Reviews.

Project & Program Management

- Requirements Assessment, Data Governance Strategy and Tactics, Technology Strategy & Business Alignment, Project Planning, Costing, and Administration, Process Analysis & Documentation, Collaboration & Knowledge Sharing, Database & Portfolio Transformation & Consolidation, PMO Setup & Operation.

Business Development

- Pre-contract: Market Research, Business Prospecting, Requirements Definition.
- Proposal: Technical & Cost, Work Plan, Staffing, SME & Partner Coordination.
- Post-contract: Project Oversight, Case Study Development, Implementation Planning & Transition.

Clients

- Federal & Local Government; Nonprofits; Community Colleges; Trade & Professional Associations; International Organizations; National Science & Engineering Organizations.
- Industries: Auto & Truck; Insurance; Appliance; Computer Hardware & Software; Publishing; Medical Technology; Energy.
- Client work in US, England, France, Hong Kong, Germany, Sweden, Egypt, and Switzerland.
- Support (writing, editing, managing, partnering) technical and business proposals for government agencies including DHA, DOL, EPA, GSA, NAE, NIH NLM, NLM, US Navy, NOAA, DoD, US Army.

Proposal Work

- Write and edit management approach for automation of agency business processes using Robotics Process Automation (RPA), Machine Learning (ML), and Artificial Intelligence (AI) applications.
- Edit technical volume for 508 compliances for upgraded agency wide communication software.
- Technical proposal to upgrade agency R&D through improved collaboration & knowledge transfer.
- Coordinate team's online submission of technical, business, and financial information for multi-agency contract program.
- Technical proposal to improve access to "grey literature" on emergency access to medical services.
- Coordinate technical volume describing experimental approach to integrating battle group access to land, sea, and satellite-based data sources.
- Write and edit portions of technical volume describing upgraded cybersecurity management.
- Develop detailed cost model of warehouse maintenance & operation.
- Analyze RFP's 100+ task requirements to describe recommended processes & technology, challenges, data & metrics, technical approaches, staff assignments, and project management.

Experience

McFunk Corp., Alexandria, VA, 2005 – Present

- **Proposal Support:** Plan, write and edit responses to RFIs, RFQs and RFPs for civilian and defense organizations. Coordinate efforts with proposal development partners. Develop business and technical proposals addressing program support, IT, cybersecurity, and database project requirements for both civilian and defense agencies. Evaluate and synthesize staff resumes and corporate capabilities statements.
- **Research:** Researching use of large language model tools such as ChatGPT and GPT-4 to writing and project management tasks. See https://www.ddmcd.com/managing-technology/category/AI+Governance

- **Project Management & Consulting:** Data governance assessment of CMS ACA system testing operations; Community college data governance strategy; PMO support for insurance data center consolidation; R&D program collaboration plan for large Federal agency; Communication support for project management process standardization; Sales prospecting & promotion for furniture distributor; Development of web based municipal open data portals; Collaboration strategy and metrics for managing SharePoint adoption; Communication plan, metrics, and social media for GI Bill; Enterprise collaboration software strategy and assessment; Social media promotion of engineering and STEM careers; Communication strategies for professional & trade groups; Management strategy for disaster response information.

VP & Co-Owner, Technology Consulting Associates, Atlanta, GA, 1999 - 2005

- Management, administration, business development, P&L control for 80-person consulting firm including:
  - Build and manage PMO for multi-state energy utility's 18-month/300person customer system database & software consolidation effort; Interview, hire, and onboard project staff; Develop work breakdown structure (WBS) and project plan for consolidation of customer databases and application software; Develop and implement monthly reports of progress against work plan using Earned Value method; Manage contractor and client staff time reporting against Artemis based project plan integrated with MS Project and MS Access.
  - Developed and managed enterprise-wide IT service cost analysis & application portfolio assessment for a major Midwestern energy utility. Work included: Business & technical assessment of application portfolio, application retirement planning, and application consolidation planning; Developed and implemented a real-time collaborative application assessment process involving IT staff located in multiple cities.

Sr. Principal, Technology Solutions Company (TSC), Chicago, IL, 1997 – 1999

- Customer relationship management system planning for multinational insurance firm's Hong Kong division.
- IT cost analysis, IT strategy, and project selection methodology for life insurance firm.
- Developed a metrics-based approach for project portfolio selection and management.

Education & Certification

- Cybersecurity Maturity Model Certification (CMMC) Registered Practitioner (RP) 2021.
- MLS & Ph.D., Library & Information Science, Univ. of Maryland. Ph.D. Dissertation: Mathematical Modeling of Journal Selection Decisions by Cancer Researchers and Astrophysicists.
- BA, Psychology, Ohio State University, Columbus, Ohio.

Tools

- Project management & PMO support: MS Project, Artemis, Basecamp, SoftPMO.
- Collaboration & knowledge sharing: SharePoint, Jive, Google Drive/Google Docs.
- AI, data, and analytics: ChatGPT and GPT-4, Visible Thread, Tableau, Socrata, MS Access, MS Excel.
- Communication & customer support: Word, Mailchimp, Visio, PowerPoint, MS Dynamics 365, ClickDimensions, Symphony Procurement Suite.

Volunteering

- Member, NIST Generative AI Public Working Group (NIST GAI-PWG) (2023-2024)
- Member, Alexandria Public Records Advisory Commission (2023-present)
- Alexandria Film Festival (2016-2024: festival promotion, event photography, email & newsletter management, grant applications, survey research, film reviewing).
- Alexandria Country Day School (board member & secretary for 6 years).