

Doug MacDonald

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DES MOINES OFFICE

More than 30 years of marketing and communication experience guide Doug MacDonald’s work. Doug leads the firm’s marketing, communications, and client engagement activities. He also is responsible for brand deployment and activation.

Doug has spent much of his career at global professional services firms in the investment banking, consulting, and legal industries. He has created and led strategic marketing programs. He has counseled C-suite executives on brand, reputation, and stakeholder engagement. He has led multiple rebranding programs. He has developed programs to drive growth.

Doug, a New York native, relocated to Iowa after nearly 30 years in Chicago. He frequently can be found along the many miles of bike trails in the Des Moines area.

COMMUNITY & PROFESSIONAL AFFILIATIONS

Public Relations Society of America

Legal Marketing Association

Association of Legal Administrators

Doug MacDonald

EDUCATION

- Syracuse University, S.I. Newhouse School of Public Communications (B.S., public relations)