

## Profile



### Donald J. MacDonald

Chief Marketing Officer, Executive Vice President



Donald J. MacDonald, joined Fiserv in 2008 as the corporation's first Chief Marketing Officer, focusing on refining the company's brand and product strategies, data analytics and client segmentation. He has more than 25 years experience in marketing, communications, product development and strategy.

Prior to Fiserv, MacDonald spent more than 20 years at Intel Corporation, climbing the ladder in business units, product marketing and corporate marketing areas. When he left Intel he was Vice President and General Manager of Intel's worldwide marketing organization based in San Jose, California, managing 1,000 people and an annual marketing budget of \$2 billion.

MacDonald also worked in or ran various Intel business units and held positions with Mobile Products, Digital Home, Intel Japan and others. His passion for meeting clients' needs with innovative technology is tantamount to his interesting ways of presenting the technology to the press, including a trip through the Himalayas on a yak to prove the product would work anywhere.

Born in 1962 in Singapore, MacDonald has a Bachelor of Law degree from University of Lancaster, England.

MacDonald lives in the Milwaukee area with his wife Nancy, an accomplished landscape artist, and has three children.

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