

# David MacVicar

📍 Pointe-Claire, Quebec 📞 514-754-8189 ✉️ davemacvicar@gmail.com [🌐 LinkedIn](#)

## Summary

Director-level knowledge and operations leader with 10+ years of experience building scalable systems for global servicing organizations in regulated, high-growth environments. Recognized for translating enterprise strategy into operational execution — through AI-assisted support, knowledge governance, and data-driven decision-making. Deep expertise configuring and deploying AI support tools (including Fin AI for Salesforce) and governing intelligent automation at scale across North America, Europe, and Australia.

## Core Capabilities

### Operational Readiness & Servicing Enablement

Servicing strategy alignment • Agent-facing resources • Launch readiness • Global operations support • Vendor & partner enablement

### Knowledge Management & Learning Ecosystems

SOPs & job aids • Knowledge governance • Salesforce Knowledge • Guru • Confluence • LMS & training programs

### AI & Intelligent Automation

AI agents & chatbots • Intercom Fin AI (Salesforce) • Generative AI in KM • AI governance & compliance

### Training & Change Management

Onboarding & continuous learning • New product rollouts • Adoption & change leadership • Performance measurement

### Data, Insights & Optimization

Operational dashboards • Knowledge adoption analytics • Self-service & deflection metrics • Executive reporting

## Professional Experience

### Leap Event Technology

Director, Knowledge & System Operations

March 2026 – Present  
Montréal, Canada

- Promoted to Director-level ownership of knowledge systems, operational infrastructure, and AI-assisted support strategy across a global servicing organization.
- Own budget and vendor relationships for knowledge, AI, and support tooling — leading evaluation, negotiation, and lifecycle management across the tech stack.
- Shape enterprise-wide knowledge and operations strategy, aligning cross-functional stakeholders on readiness, governance, and continuous improvement priorities.
- Serve as internal subject matter authority on AI-assisted support, generative AI governance, and intelligent automation in regulated, high-growth environments.

Knowledge & Servicing Enablement Lead (Senior IC)

April 2022 –  
February 2026  
Montréal, Canada

- Defined and executed servicing enablement strategies supporting global Customer Care in a transaction-based, regulated environment.
- Architected and governed a centralized knowledge ecosystem (Guru, Salesforce Knowledge) supporting both human and AI-assisted servicing at scale.
- Fully configured and implemented Fin AI within Salesforce Service Cloud, enabling 24/7 AI-assisted support across North America, Europe, and Australia.

- Established metrics and dashboards measuring knowledge adoption, AI deflection, resolution rates, and content health – translating data into recurring executive reports.
- Led evaluation, selection, and contract negotiation for AI support tooling, including Intercom and Fin AI for Salesforce.

**Airbnb**, Technical Writer & Knowledge Editor

- Authored and maintained 100+ technical workflows supporting global Community Support teams.
- Designed training materials and led workshops for 150+ agents, improving process adoption and support readiness.
- Partnered with Product and Operations teams to deliver agent-facing guidance aligned with day-one launch readiness.
- Created a technical style guide to ensure consistency and scalability across global contributors.

October 2020 –  
May 2022  
Montréal, Canada

**Marcato**, Senior Implementation Specialist

Built and maintained 200+ client knowledge base articles, reducing support inquiries by 20% and cutting onboarding time by 25%. Delivered onsite support for premier global events including Burning Man and Coachella.

May 2016 –  
December 2019  
Sydney, Canada

## Education

**BA English Literature**

St. Francis Xavier University, Nova Scotia  
2005