

David MacVicar

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SUMMARY

Director-level knowledge and operations leader with 10+ years building scalable systems for global servicing organizations in regulated, high-growth environments. I turn enterprise strategy into operational execution through AI-assisted support, knowledge governance, and data-driven decision-making, and lead cross-functional teams through influence rather than headcount. Deep hands-on experience deploying agentic AI support tooling (Fin for Salesforce) and governing intelligent automation 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 • Fin for Salesforce (formerly Intercom) • 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.

Senior Documentation Manager

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 4,000-article knowledge ecosystem (Guru, Salesforce Knowledge) serving human and AI-assisted servicing across three regions, establishing verification standards that raised content trust to 80%.

- Led end-to-end implementation of Fin for Salesforce (formerly Intercom) within Service Cloud: from vendor evaluation and contract negotiation through configuration and launch, delivering 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.
- Hired, onboarded, and mentored a summer intern who independently delivered a full content audit and end-to-end knowledge base migration.

Airbnb, Technical Writer & Knowledge Editor

October 2020 – May 2022
Montréal, Canada

- Selected to lead a Trust & Safety initiative codifying complex policy logic into a proprietary decision-tree support tool - routing agents through case specifics to consistent enforcement outcomes (e.g., host and guest account strikes) and replacing subjective interpretation with standardized, policy-compliant decisions.
- 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.

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, Nova Scotia

David MacVicar Photographer, Owner/Photographer

Built and ran a profitable wedding photography business over 12 years, managing client acquisition, pricing, and end-to-end delivery under non-negotiable deadlines.

June 2007 –
December 2019
Sydney, Nova Scotia

EDUCATION

BA English Literature

St. Francis Xavier University, Nova Scotia
2005