



Jeff McDonald

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Dear NEM Community,

I am writing this letter to you, and I will purposely try to keep this short. Most people know me by now, and I would prefer the community to read more about the other candidates that aren't probably as well known.

I first started with NEM in January of 2014 like many others as a regular community member volunteer. I started our first Facebook page, and initially, I thought that would be it, but one thing led to another and another and another. I saw the project had great potential and stepped up to do job after job. Most of these, to be frank, I was not really qualified for, but I learned as I went and while I have a far from perfect record, I am satisfied with the job I did and proud to see what NEM has become.

By April of 2015, we had launched, and I was a Core Team member, and while we have had many press releases since, I am proud to have done our first, the original [launch press release](#).

During 2015/16, after our launch I helped with things like our first and second website, our forum, and oversaw development of our mobile apps and NanoWallet, I encouraged people to write for us, others to build on us and held numerous NEM 101s and other speeches, many of which can be seen on [Youtube](#).

By the end of 2016, Lon, Ronel, and I had made plans to start a global foundation. We started it in early 2017, and I was honored to be our Vice President. At the end of 2016, our market cap was quite low, but together, and with the help of an ever-growing foundation composed of [wonderful people all over the world](#), NEM grew from a market cap of under 30 million dollars to over 15 billion dollars. That was a 500x return for our investors.

By early 2017, I was feeling burnt out and unfortunately along the way development support was not given to the main devs, and the first versions of the apps I oversaw for development have more or less remained the same. Furthermore, North America, where I was born and raised, remained mostly ignored.

After having retired from my job at the university and taken a break from the Foundation and the Vice Presidency, I feel like I am ready again to contribute to NEM and there is a lot of good I can do. I'm looking forward to a healthy personal life balance that I did not necessarily find before. So now I want to run for Council and 1) help to make sure that development of our ecosystem gets back on track, and 2) help Alex grow the North American market. I'm not going to try to do everything like I did before, but for these two goals, I will try to do them well. How exactly I do that will remain to be seen and largely depends on who is doing what post-election. I plan to work with those other officials that are elected and to the best of my ability make NEM even greater than it was before.

Sincerely,

Jeff McDonald