

Ross A. McIntyre

Strategic Leader | Digital Innovation | Artificial Intelligence | Emerging Technologies
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Summary

Experienced executive with a strong background in digital product innovation and business transformation, specializing in AI, emerging, and immersive technologies (XR, A/R, VR). Proven track record of leading cross-functional teams to drive operational efficiency and revenue growth through strategic planning and data-driven decision-making. Notable achievements include defining brand direction, directing immersive experience projects for major clients, and securing significant new business. Eager to leverage expertise in storytelling, product strategy, and innovation to excel as a strategic leader. Published thought leader with deep expertise in narrative, digital marketing, software development, business analysis, and future-focused solutions.

Key Skills

Digital Strategy, Product Development, AI & Emerging Technologies, Experience Design, Cross-Functional Leadership, Business Development, Stakeholder Engagement, Marketing Campaigns, Storytelling, Brand Transformation, Innovation Management, Thought Leadership, Client Relations, Go-to-Market Strategy (GTM), Agile/Scrum, Request for Proposal (RFP) Development, Revenue Growth, Change Management, Team Mentorship, Content Creation

Career Experience

Subversive

2024-2025

Vice President of Creative Strategy & Innovation (Contract)

- Partnered with Creative to reimagine the brand and introduce a new direction in storytelling and messaging, resulting in enhanced brand recognition and audience engagement
- Directed immersive experience projects (XR/AR/VR/WebAR) integrating AI and connected packaging for premier clients including Coca-Cola and the US Marine Corps.
- Designed and executed mobile marketing and experiential campaigns, significantly increasing audience engagement and brand awareness.
- Led business development efforts by architecting pitches, optimizing storytelling, and productizing capabilities and new core competencies, resulting in increased client acquisition and revenue growth.
- Managed cross-functional teams, ensuring smooth collaboration across creative, production, and technology, which led to successful project delivery and enhanced team productivity.
- Initiated and led thought leadership programs, boosting content visibility and client inspiration.
- Ideated and executed mobile marketing activations for global brands, leveraging experiential campaigns and FOOH strategies to drive engagement and increase brand awareness, resulting in improved customer interaction, loyalty

Projekt202/Stellar Elements, Austin, TX

2022-2024

Sr. Strategy Director, Innovation

- Expanded service offerings and drove organizational innovation in AI, corporate digital transformation, and customer journey strategy.

- Formulated organizational AI strategy and launched an internal innovation program, fostering a culture of innovation and technological advancement.
- Led editorial efforts and contributed key content for 'MATTER,' a flagship thought leadership publication, enhancing the company's reputation as an industry leader.
- Contributed key content such as articles, internal documents, marketing landing page copy, and case studies, enhancing company visibility and thought leadership.
- Created presentations and strategies for various client events on topics like GenAI, Customer Journey Orchestration, and Digital Adoption, enhancing client engagement and strategic alignment.
- Enhanced business development efforts, improving RFP response efficiency by 25% through repository creation and better narrative positioning.
- Diversified client portfolio, successfully penetrating new industry verticals.

Frogslayer, College Station, TX (Contract)

2021-2022

Principal Strategy Consultant

- Enacted strategic planning and execution by refining the CEO's strategic vision and plan, managing the strategic planning process across the firm, and ensuring all strategic initiatives had well-defined implementation plans aligned with the vision, resulting in improved organizational alignment.
- Diversified the client portfolio by successfully penetrating new industry verticals, resulting in expanded market reach and increased revenue streams.
- Revitalized and redesigned thought leadership initiative, creating 20+ industry perspective/education pieces and 8 guest-contributed articles; collaborated with internal teams to establish editorial calendar, strategic pillars, metrics of success, and themes to pursue, enhancing brand authority and audience engagement
- Created and ran a successful 10-week software development lifecycle internship program, enhancing participants' skills and contributing to talent development within the company
- Wrote all copy and defined brand messaging for relaunched website, resulting in improved brand clarity and user experience.

Hypergiant, Austin, TX

2017-2020

Vice President of Strategy

- Executed product vision & organizational growth, managing up to 12 team members across client and R&D projects.
- Secured \$20M in new business and \$30M /year for a major energy sector client, significantly boosting profitability.
- Identified and shaped \$500M new product market; expanded revenue streams with enterprise accounts.
- Reduced manual HR processes by 90% with custom-developed digital solutions.

Fjord, Austin, TX

2016-2017

Director of Digital Experience Strategy

- Drove innovation in AI, IoT, and digital experience design for top brands incl. Whole Foods and ExxonMobil.
- Generated 78% of annual revenue by developing business strategies and crafting proposals that resonated with client needs.
- Led product strategy re-alignment to maximize organizational and client ROI.

Chaotic Moon / Fjord, Austin, TX

2015-2016

Director of Product Strategy

- Oversaw product and brand strategy; optimized delivery of industry-leading digital concepts.
- Led team of five through full project cycles and career development.
- Drove USPS digital process efficiency by 400%; led \$32M contract win with client Hertz.

Huge, San Francisco

2011-2015

Business Analyst Lead, West Coast

- Defined roadmaps and requirements, directly supporting multi-million dollar digital launches for Lexus, FX Networks, Apple, and more.
- Led feature documentation and cross-functional collaboration across product, UX, and engineering, resulting in streamlined processes and improved team efficiency.
- Overhauled Lexus.com; delivered “Simpsons World” across eight platforms; improved J.D. Power site performance by 9 points.

Education

Bachelor of Fine Arts, Major: Acting, Minor: Philosophy

New York University, New York, NY

Certified Product Owner (Scrum Alliance)