

Ross A. McIntyre

Strategic Leader | Digital Innovation | Artificial Intelligence | Emerging Technologies

McIntyre808@gmail.com | 917-686-1682 | www.rossamcintyre.com | [LinkedIn](#)

Summary

Experienced executive-level strategist with a strong background in digital product strategy, innovation, and business transformation, specializing in AI, emerging, and immersive technologies (XR, A/R, VR). Certified Product Owner with proven track record of leading cross-functional teams to drive operational efficiency and revenue growth through strategic planning and data-driven decision-making. 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

Freelance Strategy Consultant 2020-2026

Principal Strategy Consultant at Frogslayer (August, 2025-December, 2025)

Principal Strategy Consultant at Frogslayer (January, 2021-December, 2021)

- Led firm-wide strategic planning and execution, refining the CEO's vision and aligning cross-functional initiatives.
- Drove business development and marketing, expanding the portfolio beyond legal tech into new verticals and offerings.
- Revitalized brand and thought leadership, producing 20+ industry pieces and 8 guest articles to grow market visibility.
- Defined brand messaging and wrote all copy for the website relaunch, improving clarity and user experience.

Instructor, Designing for Artificial Intelligence at The University of Texas (September, 2021-December, 2021)

Subversive 2024-2025

Vice President of Strategy & Innovation

- Reimagined brand storytelling and messaging with Creative, strengthening brand recognition and audience engagement.
- Led strategy for immersive XR, AR, VR, and WebAR experiences that integrated AI, social, and connected packaging for clients including The Coca-Cola Company and the U.S. Marine Corps.
- Designed and delivered global mobile and experiential activations using FOOH and interactive campaigns to boost engagement, brand awareness, and customer loyalty.
- Drove revenue growth by leading pitch strategy, productizing immersive and emerging tech capabilities, and winning new client relationships.
- Managed cross-functional creative, production, and technology teams while building a formal Thought Leadership program that raised content quality, visibility, and client influence

Projekt202/Stellar Elements, Austin, TX

2022-2024

Sr. Strategy Director, Innovation

- Elevated company-wide storytelling, sharpening strategic narratives across the brand and client work.
- Delivered experience strategy for clients, including vision, opportunity framing, and actionable roadmaps.
- Defined organizational AI strategy and launched an internal innovation program to strengthen a culture of experimentation and advancement.
- Led creation and editorial direction of MATTER, Stellar Elements' semi-annual thought leadership publication, and produced articles, case studies, and marketing copy that raised market visibility.
- Shaped prospect-facing narratives and RFP responses using strategic storytelling, built an RFP content repository that improved response efficiency by 25%+, and helped expand the portfolio into new industries.

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/ Chaotic Moon, Austin, TX

2015-2017

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.
- 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