Ross A. McIntyre

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

VP/Director-level strategy leader with 15+ years across digital transformation, AI, go-to-market, and business growth; known for strategic planning, change management, client services, strategic roadmaps, leading teams of 10–12, thought leadership, and delivering outcomes such as 11.9B TikTok views, +2% U.S. sales, and ~$85K/day savings.

Skills

Go-to-Market & Revenue: Go-to-Market Strategy, Business Development, Enterprise Sales, Revenue Growth, Sales Enablement
Product & Experience Strategy: Innovation, Storytelling, Strategic Roadmaps, OKR/KPI Development, Workshops
AI & Emerging Tech: Generative AI, AI Governance, Ethical AI, Prompt Engineering, AI Vision & Strategy
Leadership & Change: Strategic Planning, Digital Transformation, Change Management, Executive & Cross-functional Leadership, Executive Stakeholder Management, Talent Development, Operational Scalability, Thought Leadership, Client Services

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Work Experience

human & co. (Contract) **Mar 2026-Present**
Head of Strategy
Austin, TX

Subvrsive **Jul 2024 - Jul 2025**
Vice President of Strategy & Innovation
Austin, TX

- Led strategy for the Coca-Cola × Star Wars “Refresh Your Galaxy” campaign, driving 11.9B TikTok views, 71% social-follower growth, and approximately 2% U.S. sales increase; also led product strategy for a USMC virtual recruiting experience.
- Reimagined brand storytelling to strengthen brand recognition and audience engagement, contributing to 18% program growth.
- Led strategy for immersive XR, AR, and VR experiences that integrated AI, social media, and connected packaging for Fortune 1000 clients.

Stellar Elements (formerly Projekt 202) **Jan 2022 - Jun 2024**
Sr. Strategy Director, Innovation
Austin, TX

- Developed prospect-facing narratives and RFP responses, creating an RFP content repository that cut response preparation time by over 25% and supported wins in new industry sectors.
- Led creation of the MATTER thought leadership engine, generating 30,000 unique visitors in the first week.
- Delivered experience strategy for clients using design-thinking workshops and user research, producing vision statements, opportunity frameworks, and actionable roadmaps that increased project approval rates.

Frogslayer **Sep 2025-Dec 2025; Oct 2020-Dec 2021**
Principal Strategy Consultant
College Station, TX

- Led firm-wide strategic planning using OKR frameworks and data-driven decision-making to refine the CEO’s vision, align cross-

functional teams, and unify the roadmap.

- Drove business development and marketing to expand the portfolio beyond legal tech into new verticals and offerings.

Hypergiant **Aug 2017 - Sep 2020**
Vice President of Strategy
Austin, TX

- Led product vision and growth initiatives, guiding a cross-functional team of 12 on client and R&D projects and delivering multiple product releases on schedule.
- Secured $20M in new business and $30M per year for a major energy sector client, strengthening profitability.Identified and shaped $500M new product market; expanded revenue streams with enterprise accounts.
- Identified and shaped a $500M new product market, expanding revenue streams with enterprise accounts.

Fjord (Formerly Chaotic Moon Studios) **Sep 2015 - Aug 2017**
Director of Digital Experience Strategy
Austin, TX

- Led digital experience strategy for clients including ExxonMobil and Whole Foods, delivering an enterprise application that freed up to $500M/year for reinvestment and positioned the studio as a preferred partner for emerging tech.
- Generated 78% of annual studio revenue by developing resonant strategies and proposals, including a $32M win with Hertz.
- Improved USPS digital process efficiency by 400%.

Huge **Jan 2010 - Sep 2015**
Director of Business Analysis & Product Management, West Coast
Brooklyn, NY

- Led business analysis for a $20M Lexus.com redesign/ re-platform, improving workflows & customer experience.
- Drove higher referrals and builds-per-visit for an OEM site, contributing to a 9-point performance lift.
- Led the business analyst team for FX's "Simpsons World," digitizing 550+ episodes across eight platforms.
- Delivered clear, multi-platform requirements for clients including Lexus, Google, Apple, FX, and Target

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Thought Leadership

Published strategic content (20+ articles) for several agencies & online publications including: *Fast Company, Innovation Management, Business2Community, Read/Write, CEOWorld, Chief Executive, The Next Web, Business Insider*, etc.

Education

New York University (BFA) **Sep 1992-May 1996**