

# Ross A. McIntyre

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

Executive advisor to the C-suite on AI strategy, digital transformation, innovation, and emerging tech commercialization, with a specialization in AI and immersive technologies (XR, AR, VR). Certified Product Owner and published thought leader with a proven record of leading cross-functional teams to drive operational efficiency, revenue growth, and future-focused solutions through strategic planning, data-driven decision-making, and compelling narrative.

## Key Skills

AI & Emerging Technologies, Generative AI, LLM Strategy, RAG (Retrieval-Augmented Generation), AI Governance, Ethical AI, Prompt Engineering, Predictive Analytics, Innovation Strategy, Digital Transformation, Executive Leadership, P&L Ownership, Revenue Growth, M&A Integration, Go-to-Market Strategy (GTM), Business Development, Enterprise Sales, Executive Stakeholder Management, Organizational Change Management, Cross-functional Leadership, Talent Development, Product Strategy & Roadmapping, Digital Strategy, Experience Design, Innovation Management, Operational Scalability, Agile/Scrum, OKR Development, KPI Ownership, Data-Driven Decision-Making, Competitive Analysis, Brand Transformation, Storytelling, Thought Leadership, Content Strategy & Creation, Marketing Campaigns, Sales Enablement, Client Relations.

### **Frogslayer (Contract), College Station, TX**

**9/2025-12/2025**

#### **Principal Strategy Consultant**

- Engaged with C-suite leadership to effect company pivot towards experiential dining & entertainment.
- Crafted new brand narrative to support reorientation including web & social storytelling, driving a 21% increase in website traffic with associated engagement enhancement
- Advised on key strategic priorities, including content, research, design, and technology.

### **Subvrsive, Austin, TX**

**07/2024-07/2025**

#### **Vice President of Strategy & Innovation**

- Reimagined brand storytelling + messaging with Creative, strengthening brand recognition & audience engagement, resulting in a 18% increase in program growth.
- 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.
  - The Coca-Cola x Star Wars “Refresh Your Galaxy” campaign generated 11.9B TikTok views, 71% social follower growth, and around 2% U.S. sales increases.
- Strategic lead for global mobile and experiential activations to boost engagement, awareness, and customer loyalty.
- Drove revenue growth by leading pitch strategy, productizing immersive and emerging tech capabilities, and winning new client relationships.

### **Stellar Elements (formerly Projekt 202), Austin, TX**

**01/2022-06/2024**

#### **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.
  - Appeared as "Site of the Day" and nominated for the storytelling award from Awwwards in 2024.
- 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.

## **Frogslayer, College Station, TX**

### **Principal Strategy Consultant**

**10/2020-12/2021**

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

## **Hypergiant, Austin, TX**

**08/2017-09/2020**

### **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 (Formerly Chaotic Moon Studios), Austin, TX**

**09/2015-08/2017**

### **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 studio revenue by developing resonant business strategies & proposals.
- 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**

**07/2011-08/2015**

### **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; 9-point performance improvement

## **Education**

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

New York University, New York, NY