

Ross A. McIntyre

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

Vice President of Strategy & Innovation with senior executive experience guiding C-suite leaders on AI, digital transformation, and immersive technologies. Delivered high-impact projects such as the Coca-Cola × Star Wars campaign generating 11.9 B TikTok views and a 2 % sales lift, and secured \$30 M savings/ year for a major energy client. Proven track record of leading cross-functional teams to boost operational efficiency and revenue growth through data-driven strategy. Ready to apply deep AI and innovation expertise to accelerate growth and market leadership for the organization.

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

Work Experience

Frogslayer (Contract)

Principal Strategy Consultant

Sep 2025 - Dec 2025

College Station, TX

- Engaged C-suite leadership to define and launch a pivot toward experiential dining and entertainment, delivering content, copy, and strategy approved by senior management.
- Increased outreach from “eatertainment” companies by 22% by leveraging industry networks
- Crafted a new brand narrative for the reorientation, producing web copy and social-storytelling assets that unified messaging across digital channels and improved audience engagement, driving a 21% increase in website traffic with associated engagement enhancement
- Advised senior leadership on strategic priorities across content, research, design, and technology, resulting in a prioritized roadmap that guided the next-phase implementation

Subversive

Vice President of Strategy & Innovation

Jul 2024 - Jul 2025

Austin, TX

- Reimagined brand storytelling + messaging with Creative, strengthening brand recognition & audience engagement
- Implemented the new brand narrative, which resulted in an 18% increase in program growth
- Led strategy for immersive XR, AR, VR, and WebAR experiences that integrated AI, social media, and connected packaging for clients such as The Coca-Cola Company and the U.S. Marine Corps, delivering measurable improvements in client engagement and brand interaction
- Generated 11.9B TikTok views, 71% social-follower growth, and approximately 2% U.S. sales increase for the Coca-Cola × Star Wars “Refresh Your Galaxy” campaign
- Directed global mobile and experiential activations that boosted engagement, awareness, and customer loyalty, resulting in enhanced brand visibility
- Drove revenue growth by leading pitch strategy, productizing immersive and emerging tech capabilities, and winning new client relationships

Stellar Elements (formerly Projekt 202)

Sr. Strategy Director, Innovation

Jan 2022 - Jun 2024

Austin, TX

- Elevated company-wide storytelling by creating brand guidelines and leading cross-functional workshops, which sharpened strategic narratives and improved client engagement
- 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
- 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.
- Generated 30,000 unique visitors to the thought leadership website within the first week
- Developed prospect-facing narratives and RFP responses by applying storytelling techniques, and created an RFP content repository that cut response preparation time by over 25%, enabling the team to win contracts in new industry sectors

Frogslayer
Principal Strategy Consultant

Oct 2020 - Dec 2021
College Station, TX

- Led firm-wide strategic planning using OKR frameworks and data-driven decision-making, refined the CEO's vision, and aligned cross-functional teams, resulting in a unified roadmap that accelerated project delivery
- 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
Vice President of Strategy

Aug 2017 - Sep 2020
Austin, TX

- Led product vision and growth initiatives, guiding a cross-functional team of 12 on client and R&D projects, which delivered multiple product releases on schedule and improved overall project delivery speed
- 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)
Director of Digital Experience Strategy

Sep 2015 - Aug 2017
Austin, TX

- Drove innovation in AI, IoT, and digital experience design for Whole Foods and ExxonMobil, delivering an Enterprise-grade application for ExxonMobil that freed up to \$500M/year for investment, obviating 10 FTEs, and positioned the studio as a preferred partner for emerging technologies
- Generated 78% of annual studio revenue by developing resonant business strategies & proposals.
- Oversaw product and brand strategy and streamlined delivery of digital concepts, reducing project turnaround time and improving stakeholder satisfaction
- Led a team of five through full project cycles, applying agile methods and providing mentorship that advanced team members' skills, resulting in on-time delivery of all projects and measurable career growth
- Drove USPS digital process efficiency by 400%; led \$32M contract win with client Hertz

Huge
Business Analyst Lead, West Coast

Jul 2011 - Aug 2015
San Francisco, CA

- 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 JD Power performance improvement

Education

New York University

1992 - 1995

Bachelor of Fine Arts, Acting

New York, NY

- **GPA:** 3.6