SCOTT MCGHEE

Product Leader | Crea·[Tech]·Knowledgist

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An innate creative with 15+ years of experience in seamlessly executing design and technical expertise! With a unique ability to bridge the gap between artistry and functionality, I thrive on transforming ideas into disruptive realities. Whether crafting visually captivating interfaces or creatively solving complex technical challenges, I wield the best of both worlds. This supercharged skill set not only elevates the projects I lead but also inspires collaboration and cross-functional brilliance.

Core Responsibilities:

- + Product Strategy & Vision
- + Team Leadership & Mentor-ship
- + User Experience Design & Research
- + Go To Market Road Mapping
- + Cross-functional Collaboration
- + Business Acumen

Experience:

Embryo PRO - Ft. Worth Tx - 2023-Present
Product Lead

Design and architecture of a cloud based product solution that centralizes the embryo production and genetic outcomes of beef across the globe. Lead a team to allow seamless workflows and real-time data outcomes across multiple business levels. Bridging the gaps between IVF labs, Embryo Transfer companies and animal owners in order to provide full spectrum management and analysis of their breeding programs. Currently initiating an AI component to predict and maximize higher quality animal production.

Read-a-thon - Dallas Ft. Worth Tx - 2016-2024
Co-founder | Product Lead

Co-founded and scaled the company from $0 to $26M+ in annual revenue supporting millions of users. Led product vision, development, and road-map for the fastest-growing school fundraising platform. Managed cross-functional teams across sales, marketing, customer service, and product development. Secured global partnerships and expanded the platform to multiple languages to support global clientele. Guided successful exit to private equity in 2023.

Love My Library- Dallas Ft. Worth Tx - 2020-2024
Product Manager

Developed and launched an innovative digital book fair platform for libraries.
Secured and managed partnerships with Fortune 500 companies to enhance product offerings.
Curated and led external design and development teams to meet product KPIs and development goals.

Easy Fundraising Ideas - Arlington Tx - 2020-2024
Product Manager & Creative Director

Spearheaded development of new fundraising products and online strategies.
Managed full-stack design and development across multiple K-12 fundraising platforms.
Innovated hybrid online fundraising product ordering platform, establishing industry leadership.

Education:

Texas Tech University - Lubbock Tx
Bachelor of Fine Arts (BFA), Design Communications
Minor: Product Design and Packaging

Core Skills:

Adobe Creative Suite, Digital Product Design, UX/UI Design & Architecture, (PHP Frameworks, MVC, MySQL, JavaScript, and JS frameworks, HTML, CSS), Prototyping, Agile Methodology, SDLC. and more.

Clients and Awards:

Other clients have included: Dell Intel Mike's Hard Lemonade, Atkins, Goodseed, Norman Kincade, Plains Capital Bank, Coleman Beef, Level Foods and more. Multiple Addy awards for digital products and campaigns.