



Scott McGregor

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"Scott McGregor is the Dreamer you want on your Dream Team"

--Mattison Fitzgerald, start-up founder

Entrepreneur in Residence / Innovation Consultant

Over 25 years in management, engineering and entrepreneurial roles in most facets of software design, development, engineering and marketing. Led new product development from conception to market dominance; established new markets. Co-inventor of Web-Conferencing, Prescient Agents, SWIFT Design Method, and a 3D scanner.

- Invented more than 20 Internet, software & mobile applications. Patents Pending and Issued.
- Boosted sales to \$10M in 2 years, co-invented web conferencing, pioneered a new market, achieved market leadership, acquired by Microsoft. (PlaceWare/Microsoft)
- Secured investment capital by authoring funding pitches, investor documents, business plans, IPO S1 and road show documents. (PlaceWare/Microsoft)
- Cut development time of 50+ tax apps to 2-3 months instead of 10, enabling the company to expand their offerings. (Intuit)
- Cut development time 70% by developing a new agile design method, SWIFT Design (HP)
- Doubled sales of company's stalled product in first 3 months. (Light Crafts)
- Attracted, developed and retained top technical, engineering and marketing talent and built cohesive, cross-functional teams at many companies. Led team of over 50 staff members. (HP, Sybase)
- Set new standards for usability for the entire computing industry with co-invention of Prescient Agents, recognized in UnixWorld magazine.
- Cover notice in SunWorld praising new product's ease of use - learnable in minutes. (MergeRight)

TRIDIMENSIONAL INNOVATIONS / SOUNDFIT, Founder 3D Scanning 2011 – present

- Co-invented a new point of sale 3D scanning technology that cuts custom fit manufacturing costs by an order of magnitude, reduces turnaround time from a week to next day.
- Recruited talent to complete development. Developed strategies to bring product to market, raised investment capital, and built key strategic partnerships.

SWIFT DESIGN GROUP, Managing Director Management Consulting 2005 – present

- Transforming businesses through development of innovative technologies, product strategy and usability, and business models opening new markets and increasing market share.
- Provided organization-wide leadership & direction for multiple teams, departments as large as 50, geographically distributed departments, & offshore teams.

Clients Include:

PointGreen Business / AnotherTrail
 Eco Mana, Ltd., Business Incubator
 PurchaseTime/Mobillions, Mobile Payment App
 XooXooX, Web Ad Network
 Tandem Computers
 Social Net (predecessor to LinkedIn)

Director, North America, Business Development
 Business Manager, EIR, Due Diligence
 CEO, Product Strategist
 CEO, Product Strategist
 Software Engineering Manager
 User Experience Designer

LIGHT CRAFTS, Chief Operating Officer (COO) Digital Photography Products 2007 – 2008

- Doubled formerly flat sales in first 3 months with improved customer communication, marketing and engineering teams.
- Developed specifications for new product and new marketing strategies, opening broader consumer markets.

INTUIT, Sr. Engineering Manager Consumer Tax Division (TurboTax) 2004 – 2005

- Led new Innovation team that: Reduced training time by 6-12 months, cut annual app development cycle from 10 months to 2-3 months, increased reliability with integrated help and debugging technologies,



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"Transforming Innovative Technology into Market Making New Products"

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enabling company to expand their offerings.

SEEIFIRST, VP, Engineering & Product Marketing Streaming Video 2002 – 2003

- Enabled company to survive "Dot Com Bust" as a scrappy restart.
- Developed innovative products that opened new international strategic partnerships with companies and government agencies in Japan, India and Singapore, ultimately enabling sale of company.

DATA DIGEST, VP, Engineering & Product Strategy Predictive Analytics 2000 – 2003

- Delivered paradigm breaking predictive analytics product for professionals who are not statisticians.
- Developed product from conception to market introduction in 12 months.

PLACEWARE, Sr. Product Manager / UX Designer Web Conferencing 1998 – 2000

- Led design, development and introduction of the world's first successful web conferencing product: the PlaceWare Web Conference Center now marketed as Microsoft Live Meeting™.
- Increased sales 20X in 2 years and enabled company's IPO filing and eventual acquisition.

TEKNOLEDGE, Sr. R&D Project Manager Artificial Intelligence R&D 1995 – 1997

- Launched startling public demonstrations of integrated speech recognition and web based Briefing Associate (forerunner to Web Conferencing) for DARPA.
- Enabled company to enter commercial market by developing Sales Associate for e-commerce.

SYBASE, Director, Engineering Services Databases 1994 – 1995

- Reduced costs by standardizing engineering tools, training and metrics and founded a company-wide engineering services department.
- Reduced product failure in the field with new QA policies.

ATHERTON TECHNOLOGY, General Manager CASE 1990 – 1994

- Founding leader of new software product division. MergeAhead won cover notice and reviews praising the ease of learning and ease of use.
- Drove product development from conception to introduction in first 90 days after founding division.
- Division later spun out as Prescient Software, which I led as Founder/CEO.

HEWLETT-PACKARD 1980 – 1990

R&D Manager, Engineering Productivity Mgr. CASE & Software Development Tools

- Rescued Lab's flagship project that was behind schedule and brought it in on time by inventing a new agile development method, SWIFT.
- Re-established company's engineering competitiveness, leading to development of new RISC architecture systems that are the heart of all HP mainframes and minicomputers today.
- Connected all engineers in over 25 divisions worldwide to company wide network of high performance mainframes and mini super computers.

BA Haverford College. MSIA / MBA Carnegie Mellon. Graduate Studies in Computer Science, Stanford University. Instructor, Graduate Business Courses at UC Berkeley, UC Santa Cruz and Univ. of Phoenix.

ACM, IEEE, SIGCHI, BayCHI. Cofounder & past president Silicon Valley chapters of the Assn. for Software Design and World Wide Inst. of Software Architects.