

Greg McLain

Program Manager

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- Proven leader in cross-functional project and program execution, driving successful brand campaigns and product launches in B2C and B2B industries.
- Expertise in translating strategic vision into tactical plans, managing complex project timelines and budgets, and building consensus among diverse stakeholders.
- Adept at leveraging data-driven insights and international market knowledge to develop innovative solutions that resonate with global audiences.
- Experience in automotive, technology, banking, and science sectors, and adept at understanding complex products.
- Organized, detail-oriented, and results-driven, with a strong ability to adapt to evolving priorities and deliver under tight deadlines.

WORK EXPERIENCE

Program Management Supervisor

December 2021 – February 2023

McCann Worldgroup • San Francisco, CA

- Clients: Avalara, LinkedIn, Chevrolet / General Motors
- Led seamless launches of \$5M+ multi-faceted marketing campaigns across TV, digital, OOH, social, website, email, and influencer partnerships, juggling various work streams with internal and external stakeholders.
- Managed cross-functional teams of more than 10 people, secured executive buy-in, and ensured seamless execution across multiple channels.
- Developed and implemented standardized project management systems, streamlining campaign processes and improving agency efficiency by 15%.
- Demonstrated expertise in project planning, resource allocation, and risk mitigation, coming in 10% under budget.
- Contributed to domestic and international projects, conducting competitive analysis, developing brand strategies, and ensuring alignment with global market needs.
- Leveraged automotive industry expertise and cross-cultural fluency to provide unique insights and enhance strategic planning for various models and business goals.

Senior Program Manager

September 2017 – December 2021

Stellar Elements • San Francisco, CA

- Clients: Subaru Asia, Sumitomo Mitsui Banking Corporation (SMBC), Damon Motors, NTT Data
- Managed all aspects of ad content creation and distribution for Subaru Asia, the agency's largest client, across nine Southeast Asian markets and China. Leading development of 32 TV spots, print, digital, social, OOH, website, and dealership campaigns, ensuring consistent brand messaging and adherence to project timelines and budget.
- Spearheaded the development and launch of Subaru Asia's new website across multiple markets. Implemented SEO/SEM best practices and provided ongoing optimization to improve brand visibility and drive traffic by 15%.
- Managing a team of 5-10+ people, oversaw international pre- and post-production for TV commercials, collaborating with clients across time zones and ensuring accurate brand representation. Demonstrated strong communication and negotiation skills to manage stakeholder expectations and resolve conflicts.
- Acted as central point of contact for Subaru Asia, managing day-to-day client communication, project budgets, and agency resources. Maintained and handled project & production finances, demonstrating adaptability and resourcefulness to keep them on time and on budget, especially with a challenging time difference.
- Managed various additional projects across the agency, in addition to Subaru, with combined yearly account budgets of \$10M+ across B2C and B2B, across all channels of marketing both internally and externally.
- Developed agency wide standards and systems that were implemented across all clients to track creative resources, project assets, and client finances – leading to improved efficiencies in client, project, and finance management by more than 25%.

Assistant Program Manager

January 2017 – September 2017

swirl | mcgarrybowen • San Francisco, CA

- Client: Juniper Networks
- Supported project teams in delivering high-quality work on time and within budget.
- Assisted in the development of project briefs, conducted market research, and facilitated communication between clients and creative/production teams. Translating feedback and concerns into actionable insights, ensuring exceptional outcomes.
- Assisted teams in maintaining accurate and timely billing, including invoicing, budget tracking, and completion percentages.
- Maintained detailed project documentation, including weekly status reports, meeting notes, and budget trackers.
- Ensured transparency and accountability across all project phases.
- Demonstrated strong organizational skills and attention to detail in managing internal and client meetings, coordinating schedules, and preparing comprehensive summaries.

EDUCATION

Ritsumeikan Asia Pacific University • Beppu, Japan

M.B.A. — Marketing and Management

Thesis Title: Egoism and Altruism in Today's Auto Industry: A Cultural Comparison of the Interaction Effect Between Eco-Friendliness, Performance, and Connectedness.

Waseda University • Tokyo, Japan

M.A. — International Relations

Thesis Title: The Future of Green Automotive Tech in Japan: Hybrids, EVs, and Diesels.

University of Minnesota - Twin Cities • Minneapolis, MN

B.A. — Cultural Anthropology

Minors: Mechanical Engineering, East Asian Studies, and Cultural Studies and Comparative Literature.

SKILLS

Team Management: Cross-functional Collaboration, Team Building, Process Improvement, Resource Allocation, Cultural and Emotional Intelligence, Relationship Building, Stakeholder Management

Marketing / Advertising: Strategic Planning, Brand Strategy, Integrated Campaigns, Competitive Analysis, Business Strategy, Cultural Studies, Research, Market Research, Cross-Cultural Marketing

Project Management: Project Planning, Timeline Management, Finance Management, Adaptability, MS Projects, Teamwork, Communication, Detail Oriented, Organized

Creative / Design: Photo Editing, Video Editing, HTML5 Banners, Subtitling, Digital Banners, Print, OOH, Social

Tools: BrandWatch, Qualtrics, Google Suite, MS Office Suite, Photoshop, Illustrator, After Effects, Apple Suite

Language: English (Native), Japanese (Intermediate)