

# GEORGE MONCRIEF

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## **EXPERIENCE**

### **Magnetic Minds – *Managing Director & Founder***

April 2016 - PRESENT

Founded the company to provide expert coaching, mentoring, training and consulting to early stage startup teams and assist with software product development, leadership development, business development, and venture capital fundraising. Draw upon a wide spectrum of trusted professional colleagues to guide clients through the trials and tribulations of new venture development and scaling.

### **AFWERX Vegas, United States Air Force – *Innovation Program Manager***

March 2018 - July 2020

AFWERX is a catalyst for agile United States Air Force engagement across industry, academia, and non-traditional contributors to create transformative opportunities and foster an Air Force culture of innovation. I worked directly with a wide array of military leaders, leading technologists and subject matter experts on developing market led solutions to problems worth solving for our warfighters.

- Helped ideate and grow the USAF's military/business ecosystem to 1000's of companies and organizations
- Developed and launched dozens of crowdsourced solution campaigns open to innovators from industry, academia and the government solve USAF challenges
- Organized 100's of industry subject matter experts and Air Force decision-makers to select best-in-class solutions to deploy millions in funding resources for rapid prototyping
- Negotiated, executed, and managed product development contracts with selected commercial companies to tailor their solutions to the Department of Defense
- Product managed rapid prototyping projects across diverse subjects such as: Base security, space transportation and delivery, logistics, space partnerships, persistent Intelligence, Surveillance, and Reconnaissance (ISR), autonomous vehicles, space asset resilience, energy systems, female flight equipment and next-gen fighter pilot helmets, MESH communication, recruiting processes, virtual and augmented reality systems, and much more
- Coordinated and executed dozens of 100+ person design thinking workshops to tackle problem definition, scope of work (SOW) development, education, and solution path designs across the USAF enterprise
- Mentored and advised dozens of active-duty, intrapreneur warfighters leading these innovation efforts

### **UNLV Lee Business School – *Adjunct Professor of Entrepreneurship***

2017 - 2018

Taught a course on entrepreneurship based on MIT's "Disciplined Entrepreneurship" by Bill Aulet

### **VegasTechFund – *Entrepreneur in Residence (EIR)***

March 2014 - April 2016

VegasTechFund is the seed stage venture capital fund created as a part of Zappo's CEO Tony Hsieh's \$350 million Downtown Project to revitalize downtown Las Vegas, Nevada.

- Sourced and performed due diligence on 1000's of startup companies
- Recommended and closed dozens of investments deploying > \$10 million in capital

- Supported and coached 160+ portfolio startup teams in all aspects of company formation, operations, marketing, contract and vendor negotiation, strategic planning, and recruiting
- Organized and hosted major events for founders and co-investors
- Established and managed partnership programs with major tech companies such as Google, Amazon, Microsoft, Facebook, Rackspace, and Hubspot
- Built relationships with government and educational institutions including the US State Dept, World Economic Forum, NV Governor's office, MIT, Stanford, UNLV, ASU, NYU, and Berkeley

### **Work in Progress – Director**

October 2014 - April 2016

Cultivated and managed Work in Progress, the largest shared coworking space and community in Las Vegas owned and operated by VegasTechFund. Developed and managed a mentorship program with 100+ global tech leaders serving the community. Served as VegasTech ambassador by representing our tech scene to 1000's of purposeful visitors, media, and foreign dignitaries.

### **Raster Media – Chief Technology Officer & Co-Founder**

March 2004 - April 2014

Co-founded this startup studio which specialized in deploying cross-disciplinary squads (Product, Design, and Engineering) to quickly prototype, build, and iterate new product ideas. Managed product development for 500+ startups & brands including Humana, GoPro, Black & Decker, Vegas.com, Coca-Cola, Palms Casino, and Howard Hughes Corporation.

- Designed, built, and deployed 100's of MVP's
- Recruited and directed a team of over 40 developers and designers in a face-paced, deadline-driven and quality-conscious environment
- Developed team members many of whom have gone on to found well funded startups
- Led projects and cleared roadblocks for the team
- Advised clients determine the most cost-effective solutions given their budgets
- Served as the de facto CTO and advisor for dozens of startup clients
- Recruited and managed remote teams worldwide
- Coached clients on the business side of software development
- Company was acquired in 2017

### **Mariposa Software – Senior Data Warehouse Engineer**

April 2003 - March 2004

Co-architected and developed best in class data warehouse solutions to provide data mining & visualization solutions for every major casino player tracking system on the market. The Mariposa suite was acquired by IGT for over \$20 million.

### **Mpower Communications – Senior Software Engineer**

April 2000 - April 2003

Developed and maintained most internal intranet systems including HR, finance, sales, asset management, field services, trouble ticketing, order management, and telecom service provisioning.

### **Citibank – Senior MIS Analyst**

April 1994 - April 2000

Started in the mailroom and ended up designing and building software systems to track and report every key metric for all of Citibank Cards North America. Became versed in Six Sigma/TQM and implemented process improvements nationwide. Received the Citicorp Service Excellence Award

## **OTHER PROJECTS AND EXPERIENCE**

### **PunchCode — *Advisory Board Member and Mentor***

March 2015 - PRESENT

Providing feedback on education offering and connecting the team to the local tech community. Assisted with placement of graduates.

### **UNLV Rebel Venture Fund — *Management Board Member***

April 2015 - PRESENT

Coaching student fund directors. Advising on due diligence and voting on the approval of investments.

### **Everwise — *Mentor / Advisor***

January 2014 - PRESENT

Mentoring and advising up and coming professionals across the spectrum of company formation, people management, product development, venture fundraising, and startup operations.

### **Operation Code — *Mentor / Advisor***

January 2018 - PRESENT

Mentoring and advising military service members transitioning into professional technology careers.

### **Defense Entrepreneurship Forum — *Mentor / Advisor***

January 2018 - PRESENT

Mentoring and advising transitioning military service members starting new companies..

### **The Spirit Project — *Investor & Advisor***

2012 - PRESENT

SPIRIT is an innovative technology solution that connects individuals, government agencies, and communities to services that improve their health, safety, and well-being. I'm proud to be involved in such a truly helpful endeavor.

### **Counterless — *Mobile Developer & Co-Founder***

2011 - 2012

Counterless was one of the first in-venue mobile ordering & payment solutions. Hatched at Startup Weekend, our team of 7 VegasTech veterans was able to complete a fully functional MVP during the weekend.

### **Trooval — *Investor & Advisor***

2008 - 2010

Trooval provided advanced business intelligence and predictive analytics technology to enhance sales and marketing operations for real estate developers.