Molly McGee, Product Manager, Content Systems

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Strategic product and operations leader with **10+ years of experience** driving cross-functional initiatives that improve systems, workflows, and customer experiences within large-scale technology organizations. Skilled at translating business needs into scalable solutions, leading platform implementations, and aligning technical, operational, and stakeholder requirements to deliver measurable outcomes. Experienced in process optimization, workflow automation, and governance-driven initiatives that improve information quality, operational efficiency, and user adoption. Known for bringing structure to ambiguity, building strong partnerships across teams, and delivering sustainable solutions that scale.

Areas of Expertise

Content & Data Management | Product Management | AI Governance & Enablement
Content Supply Chain | Marketing Technology | Cross-Functional Leadership
Content Governance & Strategy | DAM / CMS Ecosystems

Tools & Technology

Claude Code & Cowork | Glean | ChatGPT | GitHub
Adobe Experience Manager Sites & Assets | Orange Logic DAM
Adobe Creative Cloud | Brightcove Video Cloud | Panopto
REST API | CSS | HTML | Spinnaker | Docker

Experience

EXPEDIA GROUP | Austin, Texas
Senior Strategist, Agent Enablement Platforms **August 2026 - Present**

- Drive **strategic decision-making and governance** for tool/platform adoption and lifecycle for Agent Enablement, an organization that improves the experience of support agents and customers through L&D and knowledge engineering using cutting-edge tech.
- Develop and launch **AI governance and enablement** tools, workshops, and challenges to increase versatility of Agent Enablement content team.
- Consult on and contribute to content optimization projects, including the implementation of modular content and object modeling best practices.

DELL TECHNOLOGIES | Round Rock, Texas
Content Management Team Lead and Product Owner **June 2025 - August 2026**

- Drove “single source of truth” content strategy for **500K+ enterprise assets** supporting global marketing and Sales operations as leader of product management & operations team for DAM and adjacent platforms.
- Led **fast-paced, high-impact projects** including evaluation of new platforms like AEM Guides (DITA), DAM (digital asset management) platform transitions, and integrations with key AI tools supporting Marketing and Sales and driving support, engagement, and adoption from stakeholders and cross-functional collaborators from engineering.

- Supported evolution toward **structured, AI-ready content practices** by improving metadata quality, content relationships, and modular asset organization.

DELL TECHNOLOGIES | Round Rock, Texas
Product Manager **June 2021 - June 2025**

- Owned and managed relationships with external vendors (Adobe and Brightcove), including creation and handover of requirements documents and execution of projects related to content management.
- Piloted Dynamic Media and Smart Crop capabilities in Adobe Experience Manager Assets to enable **dynamic asset variations and reduce duplicate content creation.**
- Managed backlog prioritization and requirements definition for content platform enhancements and workflow improvements.

Digital Librarian **June 2018 - June 2021**

- Governed metadata, taxonomy, and content quality standards across enterprise DAM platforms, and improved content lifecycle processes for ingestion, review, publishing, and archival.
- Partnered with cross-functional stakeholders to improve adoption of enterprise content systems and workflows and trained and onboarded users on scalable content management workflows and governance best practices.
- Reduced duplicate content and improved discoverability through standardized metadata and reusable asset strategies.

THE UNIVERSITY OF TEXAS AT AUSTIN | Austin, Texas
Adjunct Professor **Aug 2018 - May 2021**

- Redesigned and updated undergraduate course I302 Academic Success in the Digital University, introducing new modules on planning, researching, writing, and presenting an information studies research paper.
- Instructor of record and content developer for 3-hour asynchronous online undergraduate courses:
    - I302 Academic Success in the Digital University (Fall 2019 - Fall 2020)
    - I320.01, Information in Cyberspace (Fall 2018)

Project Manager **July 2017 - May 2018**

- Coordinated the systematic redesign of a 3-hour online undergraduate course as project manager of a team of eight master's students and the course's instructor.
- Integrated software applications (Spiceworks, Google products, Asana) to create efficient workflow systems intended to aid fellow teaching assistants with grading and media creation projects.
- Created accessible video tutorials and workshop demos for faculty on course software and hardware.

Education

Texas A&M University
Bachelor of Arts in English, Business Minor

The University of Texas at Austin
Master of Science in Information Studies

Certifications

Pragmatic Certified Product Manager Level IV
Pragmatic Institute Issued August 2021