

ROB McABEE

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Executive Creative Leader | Founder | Brand Builder

Thirty years helping founders build category-defining outdoor and lifestyle brands through strategy, product innovation, creative leadership, and storytelling.

From joining OOBEE as its third employee to helping transform BOTE into an international outdoor brand, I've built my career partnering with founders to turn ideas into brands people don't just recognize, they believe in.

SELECTED CAREER HIGHLIGHTS

- 30 years building founder-led outdoor and lifestyle brands from startup through international growth.
- Helped establish OOBEE as one of the outdoor industry's earliest premium lifestyle brands as the company's third employee.
- Helped drive 96% organizational growth during tenure at BOTE through creative leadership and product innovation.
- Directed the development of 100+ products annually across multiple categories.
- Founded Warbird Collective and Bug Slinger®, creating brands from concept through commercialization.
- Recognized by OOBEE with the dedication of the McABEE PROVISIONS Conference Room for lasting contributions to the company's creative direction and culture.

PROFESSIONAL EXPERIENCE

BOTE | Creative Brand Director | 2013–2024 | boteboard.com

- Executive creative leader responsible for transforming an emerging paddleboard company into a category-defining outdoor lifestyle brand through product innovation, creative leadership, integrated marketing, and brand strategy.
- Helped drive 96% organizational growth through strategic brand development and creative leadership.
- Directed the development of 100+ products annually across hard goods, accessories, apparel, and lifestyle collections.
- Led integrated creative across eCommerce, retail, photography, catalogs, packaging, experiential marketing, and national campaigns.
- Partnered with executive leadership to expand retail distribution, strengthen brand positioning, and create one of the company's most successful product launches.

OOBEE | Creative Director | 1997–2000 | oobe.com

- Joined OOBEE as the company's third employee, partnering directly with founders to establish the creative direction for what would become one of the outdoor industry's most respected heritage apparel brands.
- Helped define the company's long-term outdoor positioning by focusing the brand around an authentic outdoor lifestyle.
- Directed creative across apparel, photography, catalogs, packaging, and seasonal product launches.
- Developed the visual identity and storytelling that helped differentiate OOBEE within the emerging outdoor market.

Warbird Collective | Founder & Chief Creative Officer | 2000–Present | warbirdcollective.com

- Founded a strategic brand consultancy helping founders and leadership teams build outdoor, lifestyle, and consumer brands through positioning, creative direction, product development, and integrated marketing.
- Develop brand systems and merchandise programs that increased awareness, customer engagement, and sales.
- Guide business owners through positioning, storytelling, and creative growth initiatives.

Bug Slinger® Fly Gear | Founder & Chief Creative Officer | 2007–Present | warbirdcollective.com/bug-slinger

- Founded an independent fly-fishing lifestyle brand that blended outdoor culture, music, and design into a distinctive apparel and merchandise company.
- Directed product development, licensing, operations, and ambassador marketing programs while maintaining full P&L responsibility.

EDUCATION & TOOLS | B.A., Graphic Design - UCF | Adobe Creative Suite | Creative Leadership | Product Development | Merchandising | Retail Design | Creative Tech - ChatGPT • Claude • Midjourney • AI-assisted creative workflows