

Graham MacAree
Engineering Leader

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Summary

I'm a Cambridge-trained engineering leader with 15+ years of experience running technical and editorial teams in the UK and USA. Drawing on my time as a first responder and newsroom leader, I specialise in decisive alignment toward strategic goals in high-pressure situations. My track record includes organisational turnarounds, revenue-generating editorial products, and technical innovation at scale, including award-winning interactive storytelling and analytics work adopted industry-wide.

Skills

- Cross-functional team leadership
- Systems and UX architecture
- Data analysis and predictive modelling
- AI-assisted engineering workflows
- Editorial and newsroom strategy
- **Current Tech Stack:** React, Typescript, CSS, GraphQL, Node.js

Career

Vox Media

Senior Editorial Engineer, The Verge (2022-present)

Product leader bridging editorial, engineering, and UX strategy for The Verge and Polygon

- In partnership with executive leadership, defined and implemented product strategy across brands
- Increased delivery speed of key initiatives, including homepage relaunch and CMS changes, through early adoption of AI-assisted development workflows
- Resolved editorial and commercial pain points with responsive tooling support, enabling sponsorships and brand content worth millions of dollars
- Delivered accessible, high-performance editorial tentpoles, earning dozens of American Society of Magazine Editors (ASME) awards

Lead Editorial Engineer, All Vox Properties (2021)

Editorial engineering principal focused on highest-impact projects across all Vox titles

- Drove millions of dollars in revenue by building user-driven editorial experiences across Vox Media's brands
- Redefined and reworked several key properties, including Eater's 'Best New Restaurants,' without disruption of live commercial deals

Editor-in-Chief, Secret Base (2020-2021)

Co-founder of award-winning sports video property Secret Base

- Worked across commerce, design, editorial, leadership, and marketing teams to push through the one million subscriber mark and create new revenue streams
- Re-branded team that had lacked clear definition and an internal story

Editor-in-Chief, SB Nation (2019-2020)

Leader of Vox Media's flagship sports newsroom

- In wake of a strategy change and staff consolidation, stabilised situation and rebuilt group trust, providing strong top-down leadership to team of 60+
- Implemented new content strategy tailored to fit staff and deliver results, doubling traffic within months while reducing \$5 million budget

Editorial Engineering Manager, SB Nation (2014-19)

Engineering lead for SB Nation managing key editorial and commercial projects

- Led team of deployed designers and engineers to deliver innovative editorial experiences, key components in tens of millions of dollars worth of sales
- *17776: An American Football Story* earned the inaugural "Digital Innovation" award from ASME — a category created in response to the project

Soccer Editor, SB Nation (2011-14)

Editor and analyst leading innovative soccer journalism team

- Applied engineering experience to football analytics, including creation of the first public xG model, now a core performance metric for teams and players worldwide.
- Managed 30+ contributors, building communities that attracted 20 million-plus views per month

Coughlin Porter Lundeen

Staff Engineer (2008-10)

Structural engineer designing earthquake resistance systems for buildings in Seattle, WA

- Primary design of the lateral systems for Amazon's Seattle headquarters and Seattle Children's Hospital's 2013 expansion

Education

University of Cambridge

M.Eng., Structural and Biological Engineering, B.A. (Hons), Engineering

- Modelling non-linear systems to predict injury in human soft tissue
- Computational neurobiology/machine learning

Volunteer Work

Seattle — King County Explorer Search and Rescue (2003-08)

First responder performing mountain rescue operations near Seattle, USA