

Will McCaffrey

Myrtle Beach, SC | (310) 270-0883 | will@cleankeysuvc.com
Website: www.willmccaffrey.com

EDUCATION

Fowler College of Business, San Diego State University, San Diego, CA
Bachelor of Science, Business Administration and Management with Specialization in Entrepreneurship
Graduated: December 2024

EXPERIENCE

Physicians First Bancorp January 2025 – Present

Director of Business Development

- Led product innovation initiatives for a physician-owned institution, aligning services with complex regulatory frameworks (e.g., STARK law)
- Designed tech-enabled solutions tailored to customer lifecycle stages (early-career to retirement)
- Partnered with leadership to expand reach, implement scalable operations, and optimize digital strategies

CleanKeys August 2024 – Present

Co-Founder

- Spearheaded development of a UV-C Keyboard Sanitation Device using NASA technology for healthcare environments
- Oversaw prototype design, regulatory alignment, and stakeholder communication; selected as one of 13 national finalists
- Integrated market research into go-to-market strategy, contributing to documentation for NASA MITTIC Challenge; selected as one of 13 finalists at Johnson Space Center

Sea Purity Investments June 2024 – July 2024

Business Development Intern

- Developed a Qualified Opportunity Fund to support urban revitalization in Myrtle Beach
- Created a content and podcast strategy to grow brand awareness and drive community engagement

PatentVest June 2024 – July 2024

Intellectual Property Analyst Intern

- Trained in patent due diligence and IP strategy; created investor-grade reports on Biotech IP (Oncolytics, Pulse Biosciences)
- Delivered technical evaluations, tracked regulatory feedback, and presented actionable insights to investors

Vatra November 2023 – May 2024

Co-Founder

- Led cross-functional team on high-heat protective fabric for firefighters using NASA's aerogel technology
- Directed project logistics, from scheduling to prototype development, ensuring innovation and adherence to NASA's and NFPA's standards
- Conducted market research and outreach; selected as one of 11 finalists for NASA MITTIC Challenge at Johnson Space Center

Craiton January 2024 – May 2024

Consultant

- Built a go-to-market strategy for a portable 3D printing company, focused on remote manufacturing
- Conducted research across rail, maritime, and energy verticals to identify scalable growth channels

CariHealth January 2024 – May 2024

Consultant

- Researched clinical trial readiness and reimbursement strategies for an opioid treatment startup
- Advised on subscription model design, market sizing, and vendor integration for product launch

Healthcare Made Manageable November 2022 – July 2023

CEO and Co-Founder

- Founded digital health startup; won multiple startup competitions (USD, SDSU ZIP Launchpad)
- Managed full product lifecycle, led investor engagement, and directed multi-functional teams

Lavin Entrepreneurship Center

August 2022 – January 2023

Writer

- Created high-impact content (newsletters, social, grant writing); helped SDSU ZIP Launchpad win 2023 USASBE award

Amazon Studios – World's Toughest Race: Eco-Challenge Fiji

August 2019 – February 2020

Segment Producer

- Managed 100+ interviews, 15+ teams across complex one month production in Fiji
- Delivered under pressure; blended creative storytelling and logistics

Disney+ / Warner Bros / FOX

January 2018 – July 2019

Segment Producer

- Saved over \$30,000 through strategic location negotiation
- Orchestrated logistics and talent coordination across 12 cities

SKILLS AND INTERESTS

- Project Management, Product Strategy, Go-To-Market, Market Research, Copywriting
- Tools: SQL, Power BI, Jira, Confluence, Microsoft Office, Google Suite
- Google Project Management Certificate
- Soft skills: Communication, Growth Mindset, Innovation, Leadership, Storytelling, Teamwork
- Interests: Cybersecurity, Cryptocurrency, AI in Healthcare, Storytelling, Outdoor Activities