CP McBee

North American AI Advertising Director
Microsoft

CP McBee is a leader at the intersection of AI, commerce, and human-centered transformation, helping organizations prepare for the agent-driven economy. As North American AI Advertising Director at Microsoft AI, CP draws on two decades of experience guiding brands and partners through shifts in marketing, technology, and customer engagement. Having built businesses across gaming, SMB, and enterprise sales, CP brings a practical operator’s perspective to translating emerging technology into measurable growth while championing responsible innovation and greater inclusion across the advertising ecosystem.