

Contact

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(LinkedIn)

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Top Skills

Technical Engineering

Team Leadership

Network Engineering

Certifications

Project Management

Google UX Design

Honors-Awards

Wheatly Leadership Award

Eagle Scout

Chris Luke

Founder @ Blawby | CRO & Tag Management Expert | Adobe
& GTM Data Architect | Global Hospitality Tech | AI + Analytics
Engineer

Chattanooga, Tennessee, United States

Summary

I'm a full-stack data & analytics technologist with 15+ years of experience deploying enterprise-grade tracking systems for global hospitality and eCommerce brands.

At Johnson Group, I built "Terri" — a proprietary landing page and ad tracking system managing over \$100M in spend. It was later featured by Cloudflare and Google AMP for its performance. Since then, I've rolled out custom data layers, privacy-first analytics, and conversion-optimized web experiences using Google Tag Manager, Google Analytics, and Adobe Experience Cloud tools (Analytics, Target, Launch).

My work with luxury brands like Bensley required not only technical scalability, but strict compliance with international data laws (GDPR, CCPA, etc.) and creative integrity in brand storytelling. I've led experiments and A/B testing across mobile and desktop properties, building pipelines from data capture to insight delivery.

Today I build AI platforms and CRO systems through Blawby, while consulting on tracking architecture, frontend UX, and conversion strategy.

Specialties:

- Adobe Tags (Launch), Target, Analytics
- Google Tag Manager, GA4, Server-Side GTM
- Data layer architecture, ACDL, Web SDK
- GDPR/CCPA compliance in tracking
- Conversion Rate Optimization (CRO)
- Custom dashboards, browser-based debugging
- AI-powered martech systems

Experience

Blawby

Chief Executive Officer

June 2025 - Present (2 months)

Chattanooga, Tennessee, United States

I made my own ai company focused on legal payment software

PCL Labs

Interim Digital Creative Director and CTO | eCommerce & Marketing

May 2018 - June 2025 (7 years 2 months)

Chattanooga, Tennessee, United States

Volkswagen – Created an internal email system to track engagement
Our dashboard and API solution allowed the communication department to show effectiveness and retention where there was no such insight before. Strict adherence to Volkswagen visual branding alongside strategic communication campaigns to strengthen internal trust and reputation was critical.

Bensley – Deployed compliant global tracking using custom GTM setup and proprietary data layers, enabling privacy-first behavior tracking and campaign attribution across multilingual hospitality sites

Supported Adobe Analytics and Adobe Target deployment via GTM containers; enabled data capture for A/B tests and personalization on enterprise booking sites

Gumball Poodle – Shopify eCommerce & User Generated Content
Merged wholesale and direct to consumer sites into one, managed custom build to upgrade to Shopify Plus and custom app creation. Generating over \$20M/yr in revenue, I ensured to visual and creative brand of Gumball Poodle was carried through while ensuring effective and streamlined CRO technology efforts.

A2A Digital – Created products to support IT industries in Japan
Taught and mentored 50 top performing university students in product development. Jira, Github,
API development and workflows

PhunToken – Digital Creative Director, led meme marketing, social media and digital marketing efforts in a rapidly changing environment. Led extensive financial marketing campaigns across NASDAQ focused markets.

Foodouken – In response to COVID, created a local food delivery app
Opensource, zero fees, integrated with maps api. Managed 14 contributors

Browtricks – Salon booking app which included UGC and payments
100,000+ User generated content to boost sales for salon owners

The Johnson Group

Chief Technology Officer (Digital Creative Direction & Ad Tech)

June 2015 - May 2018 (3 years)

Chattanooga, Tennessee Area

- # Identified human error problems with tracking and ad buying at scale
 - Created “Terri”, which managed \$100M in ad spend across 17 clients.
- Appeared in case studies by Cloudflare/Google AMP. Automated landing page creation, tracking, and programmatic advertising
- # Managed a team of 13 developers and designers to create SaaS products – 100% retention in a high turnover industry. Closed 70% of pitches to clients
- # Migrated internal systems to modern solutions by winning internal support – Asana, Github workflows, Zapier/Airtable, PowerBI/Tableau

Aurelox

Founder

December 2011 - June 2015 (3 years 7 months)

Greater Nashville Area, TN

- # Built eight eCommerce online sites with a development team of 5 – managed/customized WooCommerce software to enable payment gateway/tracking
- # Merged with John Group to head the technology department –
Myself and my employees joined John Group to build out ad tech for clients

Goldman Sachs

Technical Associate (Product Management) | Cisco

July 2013 - July 2014 (1 year 1 month)

Greater Salt Lake City Area

- # Liaison between business clients and engineers by effectively communicating the needs of the end user to the development team, and vice versa – integrated product vision with business demands
- # Determined size and scope of projects, business impact, and risk analysis – one missed deadline (1 week) in 1 year of project leading
- # Developed automation solutions to streamline and reduce cost processes – established efficiency workflows/software solutions which saved 900 hours

CallTower

Technical Services Engineer - Tier 3 (Team Lead)

July 2009 - July 2013 (4 years 1 month)

South Jordan, UT

Hired, trained, managed, and coordinated a team of Tier 2 engineers – increased team size from 3 engineers to 7 in 6 months, 100% retention

Engaged with customer as main point of contact as a Tier 3 escalation point – 95% positive response rate through customer surveys

Liaison between project management team and development team – developed new CRM (Sugar Enterprise) to improve communication and process clarity

Education

Brigham Young University

Undergrad, Digital Marketing · (2010 - 2014)

Middle Tennessee State University (MTSU)

Master of Business Administration - MBA · (2016)

University of Utah

Project Management Certificate - Continuing Education, Project Management · (2012 - 2012)

Middle Tennessee State University (MTSU)

Master of Business Administration - MBA, Business Administration and Management, General · (2015 - 2017)