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Top Skills

Product Management

Agile Methodologies

Cross-functional Team Leadership

Certifications

Pragmatic Marketing Certified –
Level II (PMC-II)

Chris Augustine

Product Leader

Greater Boston

Summary

Product leader who builds teams that get stuff done. Specializing in empowering passionate product managers and engineering teams, while getting hands-on, discovering business problems and solving them with cutting-edge technology solutions that change the way people live and work. Thrives when leading collaborative, cross-functional teams to blow away the wildest expectations of users and customers

Experience

Wistia

Group Product Manager

November 2023 - Present (1 year 6 months)

Wistia's mission is to help every business thrive with video and offers a complete video marketing platform that helps teams create, host, and measure the impact of their videos—all in one place.

Responsible for strategy of Wistia's "Create" pillar, which focuses on enabling users to easily record and edit awesome videos and produce engaging live webinars.

Lead and manage an amazing team of 3 stellar and empowered product managers while collaborating closely with engineering, design, marketing (with heavy PLG component), sales and other stakeholders.

Robin

2 years 10 months

Director of Product Management

March 2022 - November 2023 (1 year 9 months)

Establish innovative product roadmap across highly fluid office-tech space during/after covid-19 pandemic, navigating key strategic pivots in the product offering.

Mentor and manage 4+ product managers as direct reports, enabling them to autonomously conduct rapid experimentation and product/market fit validation.

Collaborated with other product and engineering leaders to scale R&D function from 4 to 9 delivery teams, while partnering with go-to-market stakeholders for sustainable org-wide growth.

Champion R&D culture empowering insatiable curiosity and customer problem discovery alongside fearless ship/measure/learn/iterate cycle to enable user-obsessed, data-driven product evolution.

Senior Manager, Product Management

February 2021 - March 2022 (1 year 2 months)

Led strategically critical product expansions, including product discovery, customer research, feature design/delivery, beta testing, launches and ongoing iterative development.

Managed product managers and teams that launched multiple major new products including visitor management app and workplace communications suite. Pivoted product into new categories to capitalize on opportunities in evolving tech landscape during pandemic and driving over 180% YOY ARR increase.

Hired and managed 3+ product managers as direct reports, empowering them to discover new customer problems and test boundaries of our product offering so we could adapt go shifting post-pandemic office-tech category.

ZoomInfo

Director of Product Management

August 2020 - February 2021 (7 months)

Lead product management for new “ZoomInfo for Recruiters” product line focused on talent acquisition sourcing and recruitment marketing workflows by spearheading initial customer problem discovery/validation, determining product/market fit, scoping MVP and publishing product roadmap.

Collaborated with engineers and designers to build and launch MVP with focus on feedback-driven rapid iteration while driving towards market launch.

Hired, managed and mentored a new team of 2 product managers while establishing agile scrum process and culture for cross-functional product

delivery including aligning UX design, engineering and QA to build self-sufficient, empowered "pods" working in iterative 2-week sprints supporting new product line.

Virgin Pulse

4 years 5 months

Director of Product Management

June 2019 - August 2020 (1 year 3 months)

Providence, Rhode Island

Drive product strategy, roadmap and delivery for the Virgin Pulse SaaS platform, an enterprise solution on web and mobile that enhances employee engagement, productivity and wellbeing by providing a content-driven, consumer-grade UX teaching 3 million users to live healthier lifestyles.

Manage and mentor a team of product managers (6 direct reports) with responsibility for recruiting, training, coaching, performance, professional development, etc.

Work closely with VP of Product to define and refine product team structure, roles/responsibilities and career ladder to scale (via both acquisition and organic growth) from team of 6 product managers to team of 15 within 18 months.

Suggested and worked to implement matrixed product team structure, by creating vertical and horizontal feature "lanes" and aligning product managers to them while facilitating processes and cross-collaboration activities enabling effective division of coordinated responsibilities.

Senior Product Manager

April 2016 - May 2019 (3 years 2 months)

Framingham, MA

Drive product strategy, roadmap and delivery for the Virgin Pulse SaaS platform, an enterprise solution on web and mobile that enhances employee engagement by providing consumer-grade UX teaching 1.5 million users to improve their health, wellness and productivity

Manage and mentor a team of product managers (3-5 direct reports) with responsibility for recruiting, training, coaching, performance, professional development, etc while defining team structure and processes to enable scalability of the broader product delivery group

Work side-by-side with engineering teams and UX designers in agile/scrum development environment

Partner with marketing, sales, account management, customer service staff and other stakeholders, while interacting early, often and directly with users/customers

Toast, Inc.

Director of Product Management

March 2020 - April 2020 (2 months)

Boston, Massachusetts

Joined “Core Restaurant” product team during a hyper-growth phase to assemble and scale a new team of product managers focused on TAM growth opportunities and acquiring customers in new restaurant segments such as hotel restaurants and enterprise chains by launching new product lines (new partner APIs, table management products, etc).

Due to COVID-19 crisis and severe impact on restaurant industry, the TAM growth initiative and new product lines, along with my position, were unfortunately eliminated prematurely.

Zipcar

Product Manager

March 2015 - March 2016 (1 year 1 month)

Boston, Massachusetts

Drive and define product roadmap across a variety of initiatives and features within the Zipcar platform, including electric vehicles, signup and login, vehicle reservation/driving experience, member contact experience and internal administrator and operations software tools. Channels include responsive web, native mobile apps, and vehicle technology.

Act as product owner embedded with engineering teams in an agile development environment with weekly release cycles while facilitating feedback loops cross-functionally with stakeholders throughout the business (domestically and internationally), from customer service to operations to sales and marketing as well as executives.

Interact early, often and directly with members and other end-users via interviews, surveys, and hands-on user testing to understand needs, problems

and pain points, crowdsource solutions and enhancements and generally obsess about the product/service experience.

Collaborate with user experience and visual designers on every facet of product interaction, leveraging testable assets ranging from conceptual descriptions to static mock ups and wire frames to working prototypes to live software—anything that can be put in front of users to enable rapid testing, learning and iterating.

Virgin Pulse

2 years

Product Manager

April 2014 - March 2015 (1 year)

Framingham, Massachusetts

Drive product strategy and feature development for Virgin Pulse 2.0 SaaS platform, a web and mobile enterprise solution that enhances employee engagement by improving health, wellness and productivity.

Work side-by-side with engineering teams in agile development environment to define product features/requirements in terms of user stories and specs with the goal of rapid, iterative releases.

Partner with marketing, sales, account management, customer service and other stakeholders to ensure successful go-to-market rollouts and product launches.

Interact early, often and directly with prospects and customers to understand needs, wants, problems and goals, as well as marketplace, competitive landscape and other external factors.

Design testing plans and feedback loops to constantly acquire fast, actionable learnings with goal of continuous improvement of the software platform.

Plan and execute strategies to drive enrollment and ongoing utilization of the platform, relying on digital marketing channels, behavioral economics, business intelligence, database marketing and test-and-learn methodology.

Marketing Manager

April 2013 - March 2014 (1 year)

framingham, ma

Develop consumer marketing strategies to drive enrollment and ongoing utilization of the Virgin HealthMiles health and wellness platform, primarily leveraging digital channels. The HealthMiles program is suite of employer-sponsored, B2B products that rely heavily on B2C initiatives to improve employee engagement, productivity and health.

Execute initiatives from conception through launch and analysis phases, working with account managers, product teams, engineers, analysts, health professionals and executives while leveraging behavioral economics, business intelligence, database marketing, test-and-learn methodology, third-party vendors and marketing automation tools to provide a market-leading experience for members.

Focus on enhancing mobile marketing capabilities through increased utilization of cutting-edge tactics such as responsive email design and SMS text messaging.

Contribute to and participate in "lean agile" company culture by developing and implementing a robust testing plan with rigorous experiment design to constantly acquire fast, accurate and actionable learnings about marketing communications effectiveness with the goal of continuous improvement of member engagement programs.

CVS Caremark Corporation

Marketing Manager

October 2011 - April 2013 (1 year 7 months)

Woonsocket, RI

Develop B2C marketing strategies and tactics for prescription benefit and mail order pharmacy business units with the goal of driving web traffic and increasing overall usage of digital assets (websites, mobile apps). In first year, led strategic overhaul that took web marketing program from unprofitability to profit of more than \$1.5M.

Executed strategies via project plan development, managing to key milestones and \$2M budget, creative and message development, coordinating across teams of stakeholders (including executives), vendor management, overseeing communication production/distribution, results tracking and outcome analysis.

Focused specifically on implementing and improving digital marketing channels (email, search, online display, re-targeting, social media, mobile,

etc.) to reduce costs, increase response rates and ultimately drive bottom line results. Also responsible for more traditional direct marketing programs (direct mail, outbound calls, etc).

Also participated on cross-functional teams to provide thought leadership on marketing strategies targeting both B2B and B2C customers.

Sought continuous improvement through embracing a test-and-learn approach that allows strategies to constantly be refined and enhanced by working with a variety of stakeholders to define success, develop measurement plans, objectively evaluate results and share with business partners.

Stonehill College

Senior Marketing Manager

January 2008 - September 2011 (3 years 9 months)

Easton, MA

Developed and executed marketing programs to support undergraduate admissions team, drive enrollment results and build brand awareness nationally.

Initiated, planned, and implemented campaigns with an in-house marketing team consisting of creative and web staff to support college recruitment and communications goals, while reporting to the marketing director and working closely with admissions and operations directors, vice president for admissions and marketing, and college president on marketing communications strategy and tactics.

Produced integrated marketing communications plans utilizing a full range of communication channels including websites, e-mails, social media, search engine marketing, direct mail, event marketing, and broadcast ads.

Led initiative to increase marketing budget from \$150,000 to \$1.2 million over the course of two years by demonstrating increased ROI through a strategic focus on segmentation and targeting, cross-channel integration, and differentiated branding and messaging.

Results included an increase in undergraduate applications by more than 20% and an increase in tuition revenue by over \$2 million.

Marketing Resources, Inc

Project Manager

January 2006 - October 2007 (1 year 10 months)

Elmhurst, IL

Project lead and account manager for marketing promotions agency offering a full range of services, including sweepstakes and interactive promo execution, prize fulfillment, promotion security, legal services, rules-writing, logistical consulting, risk assessment, premium sourcing, print and production management, quality control, and website development, programming, and hosting.

Main liaison between client and all contractors for national consumer promotions. Client list included Pepsi, McDonald's, Samsung, Disney, SoBe, Lipton, and Tropicana, among others.

Developed project timelines and communicated to clients, internal project teams and production vendors in order to coordinate overall marketing effort, tapping into efficiencies to meet budget and timeline restrictions.

Engaged manufacturing facilities to assess print production requirements and implement test runs to ensure all final print production files ran without failure. Monitored production of consumer packaging to ensure secure plan for introducing high-level winning game pieces to live finished goods production is met.

FedEx Kinko's Office and Print Center

Project Manager

September 2002 - December 2005 (3 years 4 months)

Headed the production team of a major print center, responsible for operating four digital printing presses while managing verbal and electronic orders, assisting clientele, quality assurance, generating price quotes and processing FedEx shipments.

Acted as shift supervisor, managing a staff of six people while providing excellent customer service in a high-stress, fast-paced environment by troubleshooting and problem solving client issues involving print orders, timelines, computer equipment and shipments.

Education

University at Albany, SUNY

BA, English / Creative Writing · (2005)

University of Massachusetts Dartmouth

MBA · (2010 - 2012)