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# CHRISTOPHER SELDEN

## Profile

Seasoned Technical Product Manager with 9+ years of experience in driving complex, high-scale messaging and data platforms. Proven track record in leading cross-functional teams, managing stakeholders across technical and non-technical roles, and delivering innovative solutions that impact millions of users. Strong technical background combined with excellent communication skills, enabling effective collaboration between engineering teams and executive stakeholders. Expertise in optimizing large-scale systems, driving experimentation, and balancing competing priorities to achieve strategic goals.

## Experience

### Principal Product Manager, Amplitude; San Francisco, CA — 2022-Present

- Led development of warehouse-native Amplitude product, managing cross-functional teams and aligning stakeholders from engineering to executive level.
- Drove execution of complex initiatives, balancing strategic vision with tactical implementation to deliver a transformative analytics platform.
- Implemented robust experimentation and A/B testing frameworks, enabling data-driven decision making and continuous product improvement.
- Managed trade-offs between short-term needs and long-term architectural goals, ensuring scalability and performance of the platform.

### Senior Product Manager, Amplitude; San Francisco, CA — 2020-2021

- Scaled out Data Management teams, coordinating efforts across platform engineers, testers, and distributed systems engineers.
- Spearheaded development of new infrastructure for Amplitude's Customer Data Platform, driving execution across multiple organizational departments.
- Developed flexible ingestion pipelines handling billions of data points, showcasing ability to manage high-volume, low-latency systems.

### Senior Product Manager, Samsung; Mountain View, CA — 2020-2021

- Led development of scalable reporting platform for Samsung's ad campaigns, coordinating efforts across global teams.
- Built Samsung's audience platform, managing stakeholders across research, engineering, and business teams to align on complex technical approaches.
- Established data management practices bridging research and Ads business, demonstrating ability to drive clarity and simplicity in complex environments.

### Product Lead, Criteo; New York, NY & Palo Alto, CA — 2018-2020

- Led API development for Mobile Measurement Partners ecosystem, showcasing ability to manage technical programs and align multiple stakeholders.
  - Spearheaded creation of a 0-to-1 Omnichannel product (\$0 to \$12MM, <2 years; \$50MM by 2020), demonstrating skill in executing complex initiatives and managing risks.
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- Developed geolocation service, balancing technical constraints with business needs to deliver a high-impact solution.

#### **Solutions Engineering Lead, Criteo; New York, NY — 2016-2018**

- Developed and rolled out internal forecasting platform (Slingshot), coordinating efforts across engineering and go-to-market teams.
- Optimized ad performance for clients through data-driven insights, showcasing ability to translate technical concepts to business value.

#### **Software Engineer, LiquidTalent; New York, NY — 2015-2016**

- 4th hire for NYC-based startup; developed "Tinder for contract-based work" platform.
- Developed and implemented data contracts and APIs for web and mobile (iOS) platforms, utilizing Ruby on Rails for API construction. Backend data storage with Postgres, deployed via Heroku.
- Partnered closely with LiquidTalent's cofounders and customer advisory board to scope opportunities and direction for company and product roadmap.
- Contributions extended to hiring and training backend engineering team.

### **Education**

#### **Seton Hall University, South Orange, NJ — Mathematics, 2014**

### **Skills**

- Technical Program Management
- Stakeholder Management
- Large-scale Systems Architecture
- Cross-functional Team Leadership
- Risk Identification and Mitigation
- Experimentation and A/B Testing
- API Design and Development
- Data Pipeline Optimization

### **Awards / Achievements**

4-Year, Division I Baseball, Varsity Athlete

2011 Big East Champions

Top 25 National Ranking (19; 2013)

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