

CHRISTINE LIN

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WORK EXPERIENCE

RedIron Technologies

Oracle Practice Lead

Toronto, ON
June 2021 – Present

- Partnership Management and Growth
 - Advised C-suite executives** on market expansion, identifying **six revenue opportunities** within Oracle Xstore and translating strategy into actionable growth initiatives using **lean frameworks**.
 - Built and maintained **100+ Oracle relationships**, uncovering **150+ joint opportunities** to drive partnership growth.
 - Closed a \$3MM partnership deal**, accelerating product time-to-market and securing **our first major Oracle Cloud Infrastructure (OCI) contract** with an **855-store retailer**, generating **\$800K in net new ARR**.
 - Developed comprehensive **product documentation and training materials**, enabling **80+ Oracle sales reps** to execute effective co-selling strategies.
- Product Management
 - Led **customer discovery interviews** and **market research**, refining product positioning and pricing, resulting in a **successful pilot and rollout to 500+ stores**.
 - Enhanced **brand visibility and lead generation** by launching **SEO-optimized case study webpages** using **Figma and WordPress**, showcasing client success stories since 2017.
 - Partnered with engineering teams to establish an **Oracle Xstore test environment**, enabling seamless product integration and developing **use cases aligned with retailer pain points**.
- Software Project Management
 - Led **agile sprint cycles** and managed the **product roadmap in JIRA**, driving a **successful Progressive Web App launch**.
 - Spearheaded a **company-wide KPI initiative**, defining **10 critical metrics** and implementing **Smartsheet dashboards** to foster a **data-driven decision-making culture**.
 - Executed go-to-market strategies** with key stakeholders, strengthening **brand authority** and expanding market reach to **1,700+ retailers**.

Appficiency inc.

Strategic Financial Analyst

Mississauga, ON
Summer 2020

- Designed a performance analytics report in Excel, analyzing **34 employees' efficiency** across **20 projects**, leading to improved **effort forecasting and optimized staffing allocation**.
- Assessed a **business expansion opportunity** as a value-added reseller, conducting Enterprise Software market research, **evaluating 26 potential partnerships**, and engaging with **5 key prospects to identify strategic growth opportunities**.
- Prepared **investor updates** by building three-statement models and conducting comparable company analyses and precedent transactions analyses on **35 companies** to provide **valuation advice to the executive team**.

EDUCATION

Ivey Business School, Western University, London, ON, Canada

2017 – 2021

Bachelor of Arts, Honors Business Administration

- Developed a gamified medication reminder application, Dose, at SheHacks IV and awarded "Best Green Hack" by TD (2020).
Check it out: devpost.com/software/dose-lt7i2o

SKILLS & CERTIFICATIONS

Technical Skills: JavaScript, React, NodeJS, Express.js, PostgreSQL, REST APIs, GitHub, Figma, WordPress, HubSpot, Notion
Product / Project Management: Agile Methodologies, JIRA, Smartsheet, Roadmap Planning, Lean Frameworks, OKRs, Market Research, Go-To-Market Planning

Kubernetes for the Absolute Beginner, *Udemy* (Nov 2024)

The Complete 2024 Web Development Bootcamp, *Udemy* (Sep 2024)

Certified Scrum Product Owner, *Scrum Alliance* (Sep 2024)

The Complete SQL Bootcamp, *Udemy* (Feb 2024)

Agile Project Management Certification, *Google* (Nov 2023)