Christine C-W Chen

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Career Aspiration

Create disruptive technology products (such as iPhone Apps) that not only change the way people use traditional every day items but also are useful, fun, and easy to use.

Objective

Seeks **challenging product development and marketing leadership position** to make significant contributions in a dynamic fast-paced growing company.

Summary

- **Senior product development and marketing professional with 10 years of experience in the consumer internet space.**
- **Proven track record in launching and marketing new products with partner integrations and focus on user acquisition.**
- **Seasoned and extremely proficient in managing multiple concurrent projects with tight deadlines, varying priorities, and teams.**
- **Solid technology background with hands on web development, user interaction design, prototype & a/b testing experiences.**
- **Highly motivated self-starter.**
- **Entrepreneur: founder of a profitable photo sticker business.**

Professional Experiences

07/09 to Present   **PicStickers**   **Los Altos, CA**

A privately held company founded in 2009. Produces custom photo sticker products.

Director, Marketing & Product Development

- From concept to launch and on-going growth: designed, developed, and launched company web site and products. Established supply chain and order fulfillment systems.
- Responsible for product development and marketing with emphasis on new customer acquisition.
- New products and services coming soon: iPhone and iPad apps; Partner orders fulfillment; New form factors.

12/07 to 04/10   **Shutterfly**   **Redwood City, CA**

The leading photo sharing and printing service.

Sr. Group Product Manager

- Responsible for all partner products and integrations with the objective of new user acquisition.
- Managed partner team of 3 engineers and 5 partner account managers.
- Oversees projects from prospect stage to implementation, release, and, post launch performance improvements.

Product Portfolio

Retail	**Target Photo** Order prints on Shutterfly website for pickup at Target retail stores nationwide. Shutterfly Prepaid Products sold in Target Stores: photo books, calendars, greeting cards, note cards, Shutterfly gift certificates.
	Shutterfly Photo Kiosk Upload photos to Shutterfly web site. Order prints and photo cards for immediate printing at the kiosk. Order prints, photo cards, and other photo gifts (e.g. T-shirts, Key chains, and Mugs) for shipping to home.
User Migrations	**Yahoo! Photo** Migration of Yahoo! Photo users and images to Shutterfly.
	Sony ImageStation Migration of Sony ImageStation users and images to Shutterfly.
Reward Programs	**Delta SkyMiles** and **Northwest World Perks** Mileage Programs Customers earn mileage points with qualifying Shutterfly orders.
	Web Loyalty Reservation Rewards Customers earn cash back on qualifying Shutterfly orders.
Desktop Software	**Adobe Photoshop Elements** Order Prints, Posters, Calendars, Photo Books, and Greeting Cards from Shutterfly directly on Photoshop Elements. Upload photos from desktop to Shutterfly via Photoshop Elements.
Social Media	**Facebook** Pilot Shutterfly Photo Book application on Facebook. Auto create a virtual photo book from user's Facebook photos.
	Flickr Designed integration with Flickr for ordering prints and creating Shutterfly products.
	Photo Contests In-house and partner sponsored contests.

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Mobile	**Shutterfly iPhone Application** Upload, view, and share photos from the iPhone. From prototype to launch and follow on releases.	
	Wink | from Shutterfly Create and order photo strips from the iPhone. Integrated the Wink application to enable user to access their photos in their Shutterfly account.	
Image Services	**Custom Framing** Create and order custom frames for customer's Shutterfly photos. Integrated with Art.com's framing studio.	
	Digital Picture Frame Pre-load customer's Shutterfly photos onto the digital picture frame.	
	Scanning and Restoration Upload customer's ScanCafe scanned or restored images to customer's Shutterfly account.	
eCommerce	**PayPal** Integrate PayPal as an additional payment method.	
	Customer Relationship Management (CRM) Build tools to capture customer data (e.g. birth date, interests, and gifting occasions.). Develop tools to enable user and order content driven targeted promotions with goal to accelerate next contact event or purchase cycle.	
	Shutterfly Professional Photographers' Gallery Marketplace A subscription based platform that enables photographers to sell prints and other photo products at their own prices and offer discounts of their choice. Launched new download product that allow photographers to sell digital copy of their photos.	
Partner Integration Scalability	**Shutterfly Open APIs** Open API developer platform. APIs that allow upload and access to Shutterfly photos and place orders for prints and select photo products. Example of partners' implementation of Shutterfly Open APIs PixMatter iPhone app Pixelpipe web site and iPhone app Eye-fi memory cards Aurora desktop software Adobe Lightroom 2 plug in Open API developer platform. APIs that allow upload and access to Shutterfly photos and place orders for prints and select photo products.	

2000 to 2006   **BeVocal** (acquired by Nuance)   **Mountain View, CA**
Leading provider of next-generation automated customer self-service solutions.
Clients: Cingular Wireless, MetroPCS, Virgin Mobile, ADP Dealer Services.
Sr. Manager, Business Development and Product Management
Product Management and Marketing
• Developed and deployed voice application products for major US Wireless Carrier customers (AT&T VoiceInfo) and an Enterprise customer's CRM system (dealer service appointment scheduler).
• Performed market and competitive analyses. Build business cases and pricing models. Define product strategy. Write Product and Marketing Requirement Documents (PRD and MRD). Work with engineering to build and deploy products.
• Work with customers to develop consumer marketing strategies to launch new products and increase existing product usage and market penetration.
Business Development
• Responsible for formulating strategies, developing and managing partnerships to generate new business.
• Analyze and identify new business opportunities. Source and evaluate partners. Negotiate business terms (e.g. co-branding terms, joint marketing budget, licensing rights, and pricing/revenue share).
• Manage the company's entire portfolio of third-party content for the VoComm product. Responsible for developing new content partnerships, managing existing partner issues, developing and executing co-marketing programs.
• Worked on strategic partnering deals including: Strategic Alliance Agreement with BellSouth; and Joint Marketing Agreement with SUN Microsystems.
• Represent company at tradeshows, conferences and promotional events.
Others
• Financial forecasting and reporting. Assisted company head-count and budget planning.
• Developed sales proposals, pricing analyses, and presentations. Proposals resulted in several customer wins.
• Supported fund raising and sale of a business division. Built valuation models. Participated in due diligence.

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1996 to 1998	**Bankers Trust Company** (acquired by Deutsche Bank	**Hong Kong**

Associate, Capital Markets
- Executed various debt and equity-linked (convertible bonds) security issuances.
- Involved in deal origination, conducted due diligence, developed financial models, and drafted offering documents.
- Managed sales process: prepared road show sales material, press release, and investor presentations.

1994 to 1996	**Standard Chartered Bank**	**London, New York, & Hong Kong**

Financial Analyst, Investment Banking
- Executed issuances of debt securities (bonds, notes, loans). Transaction size ranged from US$50 to US$150 million.
- Assisted in the private placement in the US market for Asian companies debt issues.
- Portfolio management. Monitored asset value in secondary market. Assisted in liquidating under performing assets.

Assistant Manager, Treasury
- Marketed currency and interest rate products to corporations, financial institutions, and private investors. P&L responsibility of US$3 million.
- Launched a new currency option linked deposit product. Designed marketing collaterals, sales training material, and administrative procedures.

Education

1998 to 2000	**Harvard Business School**	**Master of Business Administration**	**Boston, MA**

With concentrations in marketing and entrepreneurial business
Elected Treasurer, Asian Business Club. Selected admission counselor

1991 to 1994	**Imperial College**	**Bachelor of Information Systems Engineering**	**London, England**

Double major in Computer Science and Electrical & Electronics Engineering

Personal
- Fluent in English and Mandarin Chinese. Basic Spanish.
- Self taught HTML and VXML.
- Working knowledge of User Interaction Design (web and voice applications).
- Competitive Whitewater Kayaker.