

# CHRISTOPHER COGER

STARTUP FOUNDER & CEO

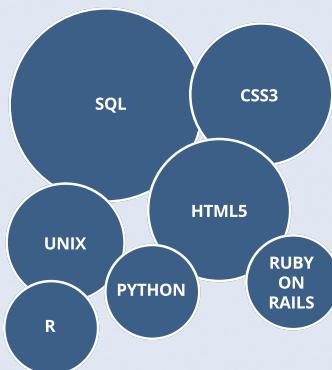
## CONTACT

- Address**  
506 Linthicum Street  
Rockville, MD 20851
- Mobile**  
(585) 770-4276
- Email**  
christopher.coger@gmail.com
- Website**  
chriscoger.com
- LinkedIn**  
[linkedin.com/in/chriscoger](https://linkedin.com/in/chriscoger)
- GitHub**  
[github.com/coger](https://github.com/coger)

## SKILLS

Executive Leadership	● ● ● ● ●
Tech Innovation	● ● ● ● ●
Sales and Marketing	● ● ● ● ● ●
Customer Relations	● ● ● ● ● ●
Product Management	● ● ● ● ●
Data Management	● ● ● ● ●
Data Analytics	● ● ● ● ● ●

## PROGRAMMING



## SOFTWARE

Excel	
Salesforce	
GIS	
Tableau	
R Studio	
Adobe Photoshop	
Adobe InDesign	



## SUMMARY

Founder, President, and Chief Executive Officer of a successful, bootstrapped technology startup. Established a high growth business by creating and launching Blocks, an innovative software platform for political organizations, issue advocacy campaigns, nonprofits, and corporations. All years (+4) had revenues higher than expenses. Increased annual sales from \$0 to over \$100,000 in the founding year; from over \$200,000 in year two to over \$1 million in year five (current contract year). Achieved successful multiple six figure exit.



## EXPERTISE

Technology Startups  
Bootstrapping  
Software Development Life Cycle  
Product Launch  
Profit and Loss Responsibility  
New Business Development  
Budgeting and Finance Management  
Customer Relations and Retention

Closing and Contract Negotiation  
Strategic Ventures and Collaborations  
Corporate Administration  
Judgement and Decision Making  
Organizational Leadership  
Multi-Site and Remote Operations  
Crisis Management



## EXPERIENCE

### Founder, President, and CEO

#### Politech

Nov '12 - Feb '17

- Successfully founded a bootstrapped tech startup growing it to over \$1M in annual sales in under 5 years
- Maintained exponentially increasing sales growth with revenues higher than expenses in all 4 plus years
- Lead and managed all aspects of the company growing it from 2 founders to over 10 full-time staff and over 5 part-time consultants
- Created a high growth business establishing the company and brand as a top provider of software for political organizations, issue advocacy campaigns, nonprofits, and corporations
- Developed business partnerships and strategic collaborations
- Innovated Blocks, a game-changing software platform which provides tools for political organizing, program management, reporting, data visualization, and analytics
- Secured deals to provide software to national programs including the Democratic Congressional Campaign Committee, Organizing for Action, Everytown for Gun Safety, and the National Education Association
- Provided technology tools to Democratic State Parties and Coordinated Campaigns in Colorado, Nevada, Arizona, Virginia, and Ohio
- Created software to support and optimize voter registration efforts resulting in over 1M voter registration applicants by national committees, federal candidates, non-profits, and paid canvassing firms
- Consulted as a senior strategist and data advisor on the Measure 92 (GMO Labeling) campaign in Oregon including creation of the tracking and audit system for the statewide recount of over 1.5M ballots
- Developed a government contractor social network resulting in over 1,000% growth in paid membership and over \$100K in sales in under 1 year
- Overhauled a social sharing music platform for DJs and local artists, adding features for audience growth and monetization
- Updated website for a subscription based service including enhanced client acquisition, integrated payment processing, and customized inventory management

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## EXPERIENCE

### Nevada State Data Director

Obama for America

Sep '11 - Nov '12

- Directed data, analytics, and reporting team of 5 data managers/scientists/analysts
- Managed technology team of 5 engineers in an agile development environment
- Only battleground state with an in-state technology development program; Nevada built 4 full-stack responsive Ruby-on-Rails web applications that were specific to Nevada's path to victory
- Served as a remote manager for the DNC Tech Team and product managed RaceTrack, a web application using GIS and data visualizations to build campaign strategy
- Created and implemented data, targeting, technology, and analytics plans spanning 6 phases of the campaign (capacity building, caucus, voter registration, persuasion, early voting, get-out-the-vote)
- Managed a data-driven targeting program resulting in over 5M calls and over 1M knocks
- Created a web application which fueled a field program registering over 90K voter applicants
- Developed a data and technology architecture which supported a state organization with over 160 field staff, 400 paid canvassers, 300 volunteer leaders, and 1,800 volunteers; which also supported partner state (AK, CA, ID, HI) collaborators with an additional 500 volunteer leaders and 4,000 volunteers.
- Won Nevada, a top 3 battleground state for President Barack Obama by 6.68 points

### Senior Product Manager

Catalist

Sep '10 - Sep '11

- Managed product development projects for all technology tools including query technology (Catalist Q), and input/output & matching technology (Catalist M and M APIs):
- Product management liaison to the client services department, tech department, and senior management
- Planned and tracked project timelines with stakeholders including executives and senior management
- Defined business requirements and maintained customer use cases and scenarios
- Created wireframes, mockups, and detailed feature descriptions for the technology department
- Managed testing and QA of deliverables during all phases of development
- Created and maintained product rollout documentation
- Managed client side support for all production technology tools including query technology (Catalist Q), and input/output & matching technology (Catalist M and M APIs):
- Supervised first tier technical support staff using Atlassian JIRA
- Provided second tier support using Chrome Developer Tools, FireBug, Oracle, Oracle Enterprise Manager, and Vertica
- Determined and advanced third tier support issues to technical staff

### Senior Account Executive

Catalist

Feb '10 - Aug '10

### Account Executive

Catalist

Jan '10

### Customer Service Representative

Catalist

May '08 - Dec '09

### Intern

Catalist

Jan '08 - May '08

### Intern

Advocacy Data

Jan '06 - Dec '06

### Intern

Leadership Initiatives

Aug '04 - Dec '05



## EDUCATION

American University

Bachelor of Arts in Political Science

May '08

American University

Campaign Management Institute

Winter '08

University of Exeter

Study Abroad

Spring '07

Technical University of Munich

Lean Six Sigma Yellow Belt

anticipated Mar '18

Scrum.org

Professional Scrum Master 1

anticipated Jun '17