Chris Castle

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I conceptualize, design, and manage execution of digital products. I like to solve challenges previously thought impossible and help my team grow along the way. I'll do whatever necessary to keep moving toward the goal: write code, prototype hardware, hire new team members, coach employees, or define and communicate an inspiring product vision.

EXPERIENCE

Founder, Product Manager, Software and Hardware Engineer   ctrl industries - Seattle, WA - March 2015 to present
- Founded B2B Internet of Things Hardware+SaaS business focused on bringing better technology to "analog" industries
- Conducted primary and secondary research to understand market needs and formulate product vision
- Architected and built wireless sensor hardware prototype and SaaS technology platform

Technical Product Manager   Simply Measured - Seattle, WA - July 2012 to August 2014
- Developed, planned, and directed launch of report management product for Simply Measured's analysts, making report creation process faster and more powerful while reducing defect rate; grew and managed six-person team including engineers and a junior product manager
- Managed four-person analyst team responsible for design and implementation of Simply Measured's product, 50+ customer-facing reports
- Adapted my role from product management generalist to product owner of Report Builder during substantial company growth (20 to 150 employees)

Product Manager, Cloud Technologies   VivaKi Nerve Center - Seattle, WA - February 2008 to July 2012
- Created product vision, prototyped (Node.js, Ruby), and directed development of multi-agency API to to allow internal development groups to access and use our managed AWS infrastructure
- Defined functionality and led development of data processing engine, processing ~1PB/week (Hadoop / AWS Elastic MapReduce)
- Collected business requirements from 1,000+ users and defined product spec for centralized marketing data storage and provisioning system

Media Technology Specialist
Client Service Engineer   Avenue A | Razorfish - Seattle, WA - October 2005 to February 2008
- Managed feature development of online messaging, tracking, and reporting products
- Guided development of in-house web analytics tool using the Atlas ad-serving system and other web technologies

Strategy Analyst   Microsoft - Redmond, WA - March 2004 to March 2005
- Assessed advertising and technology markets in 30 countries to determine the potential viability of MSN's business in those markets
- Supported strategy creation for MSN's worldwide sales and marketing organization

Research Analyst   The Brattle Group - Cambridge, MA - August 2002 to March 2004
- Created econometric models to support expert testimony for electric, telecommunications, financial, and natural gas companies
- Taught in-house SAS (statistical analysis package) classes

EDUCATION, SKILLS, AND EXPERTISE

Colby College   **Waterville, ME - August 1998 to May 2002**
B.A., Economics and Mathematical Sciences with Computer Science concentration
Senior Paper: Economic Consequences of Increased Internet Usage on Music Industry Sales

Product Management, Software Development, Hardware Development, UX Design, Web Analytics, Data Visualization, ETL, Analytics

Ruby, Node.js, Python, HTML/CSS/JavaScript, Linux/Unix system administration, SQL, Git, Amazon Web Services, Hadoop, MapReduce

Mountain Biking, Skiing, Motorcycles, Road Cycling, Running, Yoga