

Chris Castle



109b 19th Avenue, Seattle, WA 98122 — +1 617.823.5295 — chris@crc.io



I manage big data processing, analytics, dashboarding, and data visualization products. Additionally, I guide architecture, write code (Ruby and Node.js currently), and aim to keep people happy, motivated, and productive.

Experience

Technical Product Manager

Simply Measured - Seattle, WA - July 2012 to August 2014

- Conceptualized, planned, directed implementation, and launched report management product for Simply Measured Analysts, increasing report author efficiency and reducing report defect rate
- Grew Report Builder product and engineering team from one (myself) to six
- Managed team of four Analysts responsible for all of Simply Measured's customer-facing reports
- Managed Junior Product Manager enabling his growth from Customer Success Associate to highly effective contributor owning core product management tasks
- Adapted role throughout substantial company growth (20 to 150 employees) from Product Management generalist to Report Builder Product Owner

Product Manager, Cloud Technologies

VivaKi Nerve Center - Seattle, WA - February 2008 to July 2012

- Collected business requirements from over 1,000 users and defined product spec for centralized marketing data storage and provisioning system
- Created product vision, prototyped (NodeJS, Ruby) and directed development of multi-agency API to allow various 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)

Media Technology Specialist

Avenue A | Razorfish - Seattle, WA - October 2005 to February 2008

- Managed feature development of online messaging, tracking, and reporting products
- Guided development of innovative solutions using the Atlas ad-serving system and other web technologies including Google Analytics and Omniture
- Served as Atlas ad serving technical subject matter expert

Client Service Engineer

Avenue A | Razorfish - Seattle, WA - October 2005 to October 2006

- Planned and managed ad operations for online advertising campaigns
- Implemented pixel tracking tags on client websites

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
- Decomposed strategic problems/themes into discrete analytical tasks

Research Analyst

The Brattle Group - Cambridge, MA - August 2002 to April 2004

- Created econometric models to support expert testimony for electric, telecommunications, financial, and natural gas companies
- Instructed multiple in-house SAS (statistical analysis package) classes

Education

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

Skills and Expertise

Product Management, Product Development, Product Strategy, UX Design, Analytics, ETL, Data Visualization, Digital Marketing, Online Ad Serving Technologies, Web Analytics, Site Personalization and Measurement, Ruby, Python, Bash, HTML/CSS/JavaScript, Node.js, Linux/Unix system administration, SQL, Amazon Web Services, Cloud Computing, Hadoop, MapReduce, Git, anything involving technology I'll figure it out

Personal Interests

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