

James Christopher | Product, Marketing & Design

Telephone: +1.619-306-8625

Email: jchrisa@me.com

LinkedIn: <https://www.linkedin.com/in/jchrisa/>

Empathetic and personable product leader offering a broad-based and versatile background with a proven track record as a technologist, strategist, mentor and design practitioner looking for new challenges that stretch the imagination, empower stakeholders, develop high performing teams, elevate brands and bring human-centered products to life.

Core Competencies

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| ▪ Product Innovation, Development & Process | ▪ Market Analysis, Strategy, Segmentation, User Metrics & Behavioral Research |
| ▪ Voice-of-the-Customer & Human-Centric Design | ▪ Spearheading Product Launches and Programs |
| ▪ Coaching, Mentoring & Supporting Talent Growth | ▪ Providing Advice and Presenting to Executives |
| ▪ Marketing Strategy, Creative Management and Campaign Execution | ▪ Coordination of Cross-Functional Teams through the PDLC, SWDLC, Agile Best Practices |
| ▪ SaaS, Enterprise Software and Financial Platforms | ▪ Facilitating Innovation Initiatives and Ideation |
| ▪ Data Analysis, Management & Visualization | |

Recent Work History

Sr. Product Marketing Manager III, Azion January 2021 – Present

Highlight: Instrumental in helping sales team sign a \$10M contract with major Latin American financial institution.

- Currently the leading product marketing and product-led growth strategy for Azion's flagship product.
- Produce a go-to market strategy aimed at financial industry sector.
- Orchestrate regional and industry-based marketing campaigns with marketing, product management and technical writers.

VP of Product & Design, Deckard Technologies September 2018 – December 2020

Highlight: Successful roll out pilot program across 50 municipalities and acquisition of 11 government customers at launch.

- Established the product vision and UX with team leads to deliver and meet product, business and marketing goals.
- Coordinated with the CTO to ensure designs are aligned with technical capabilities, risks and resources; help bridge creative and development teams to produce the optimal customer experience.
- Regularly presented new features and roadmap updates to the executive team.
- Ensured commercial readiness, successful launch and post-launch stability of AI-driven products.
- Helped identify customer needs, review market findings, monitor the competitive landscape, regulations and policies that can pose risks or provide opportunities to our business and offerings.
- Found, hired and developed product and design talent.

Product Mgr. Sr. Staff, Qualcomm Technologies, Inc. March 2015 – September 2018

Highlight: Helped setup analytics program for major carriers tracking NFL audiences, and instrumental in planning the company's initial \$300M+ R&D self-driving car program.

- Led the product team in planning, design and launch of a portfolio of data-driven products for Qualcomm's partners and customers.
- Worked with the marketing team on delivering core strategy and experiences including go-to-market, naming, messaging, and positioning for new wireless products and features.
- Successfully launched development tools for Qualcomm's autonomous vehicle partner project.
- Led the design of a platform that helped network operators analyze mobile traffic and usage at stadiums hosting NFL games and other large-scale events at high-capacity venues.
- Managed a portfolio of data-centric offerings covering cybersecurity and social network analytics.

UX Design Manager, Sr. Staff - Office of the Chief Scientist, Qualcomm Research
July 2010 – March 2015

Highlight: Accrued over 30 UI reference designs for partner applications and platforms developed for the largest telecom carriers and handset manufacturers around the world.

- Led and oversaw multiple UX research projects coming out of Qualcomm's R&D Division.
- Administered design reviews and ideation sessions for concepts that test initial hypotheses from user feedback.
- Developed and showcased dozens of reference designs, prototypes covering Internet-of-Things (IOT), virtual and augmented reality (VR/AR), robotics, smart home products, media and infotainment systems, wearables, enterprise software and other connectivity technologies that generated multiple patent filings annually.
- Worked with leadership team to help formulate market strategy for pilot program adoption.
- Commissioned, reviewed, curated and shared findings from user research studies.
- Facilitated continuous learning and improvements to designer's career and work through independent projects, experiments and personal review sessions.

UX Designer, Staff - Qualcomm, Inc.
February 2010 – July 2010

Highlight: Translated research insights into specifications and MVP designs for ~13 products in seven months.

- Designed user flows, wireframes and pixel-perfect high-fidelity mockups at a high level and build out refined details.
- Prototype concepts for communication with the business, to aid in sales demos, development, and usability studies.
- Collaborated with other UX designers to translate requirements for use by engineering team.

Previous Experiences

- **Senior Product Manager, Logica-** April 2008 – May 2009
- **Management Consultant, BearingPoint** – March 2006 – March 2008
- **Technical Marketing Manager, Sungard, now FIS** – August 2002 – August 2004
- **Technical Marketing Manager, Peregrine Systems Inc, now HP** – January 2001 – August 2002
- **Marketing Manager, Sony Electronics (Contractor)** – June 2001 – January 2001
- **Software Engineer, Microsoft** – Aug 1997 – May 2000

Patents

- ***Detecting and Validating Real Estate Transfer Events through Data Mining, Natural Language Processing***
Filed Apr 26, 2019 – Registration No. 16/396,581
- ***Method and Apparatus for Determining A Change in Position of a Location Marker***
Filed Feb 19, 2013 – Registration No. 13/768,728

Education

- **Behavioral Economics** - London School of Economics
- **MS Candidate* Information Design/Data Analytics** – Northwestern University
- **MSc in Global Marketing Management** – University of Liverpool Management School
- **MSc in Business Information Technology** - Kingston University London, Kingston Business School
- **B.A. in Economics** – San Diego State University

**Indefinite Hiatus to Complete*

Certifications

- Product Strategy Program – Kellogg School of Business, Northwestern University
- Behavioral Economics and Modern Economy – London School of Economics, Executive Program
- Qualcomm Product Management Program (QPMP) – Cohort 2010
- Product Management Assessment & Optimization Program – OPM
- Certified Product Marketing Manager (CPMM) – AIPMM