



Christopher Brown

Senior Technical Product Manager

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Technical Product Manager with 20+ years bridging business needs and technical execution — customer-first, data-informed, and experiment-minded. Establish systematic experimentation cadences, turn learnings into repeatable playbooks, and influence without authority across engineering, design, marketing, and finance. Analytical independence: query Snowflake, BigQuery, and GA directly to validate hypotheses without analyst dependency. PHP, Python, Node.js, JavaScript/TypeScript, MySQL, and the full modern web stack. Key differentiator: AI-native product leadership — pioneer governed AI automation, MCP integrations, agentic workflows, and GEO/AI search visibility strategy that shapes how the team works and what it ships.

20+

YEARS EXPERIENCE

3,500+

PROJECTS DELIVERED

40+

MEMBER TEAMS LED

\$5M+

BUDGETS MANAGED

+52%

TRAFFIC GROWTH

30%+

CONVERSION LIFT

SKILLS & TECHNOLOGIES

<> Development

PROGRAMMING LANGUAGES: PHP, JavaScript, Python, TypeScript, Node.js, C#.NET
FRONTEND: HTML/CSS/SCSS, Responsive Design, Web Accessibility, State Management, Single Page Application (SPA)
BACKEND & DATABASE: MySQL, Database Design, SQL Optimization, Microservices, Large-Scale Distributed Systems, Server-side Rendering, Software Architecture, System Design
APIS & PROTOCOLS: REST API, GraphQL, Ajax, HTTP Protocols, Authorization
PERFORMANCE & CACHING: Core Web Vitals, Performance Optimization, Object Caching, Site Caching
DEVELOPMENT TOOLS: Git, CLI, Package Management, WordPress Core
QUALITY & SECURITY: Unit Testing, Testing & QA, Error Handling, Security

👤 Technical Leadership

AGILE & SCRUM: Agile/Scrum, Agile-Inspired Process, Sprint Planning, Iteration Planning, Backlog Management, Backlog Health Monitoring, Sprint Readiness Reviews, Story Writing, User Stories, Retrospectives, Velocity Tracking, Organizational Agile Enablement, Process Mapping
PRODUCT MANAGEMENT: Product Management, Product Discovery, Product Roadmapping, Roadmap Ownership, Feature Prioritization, Requirements Gathering, User Feedback Analysis, PRD Creation, Business Case Creation, Feature Crew Leadership, Portfolio-Level Roadmap Ownership
TEAM LEADERSHIP: Team Leadership, Team Facilitation, Mentoring, Coaching for Growth, 1:1 Facilitation, Career Development Planning, Performance Management, Recruiting & Hiring, M2 Leadership, Influence Without Authority, Stakeholder Communication, Stakeholder Management
DELIVERY & QUALITY: Delivery Management, Release Management, Delivery Predictability, CI/CD, Code Reviews, Engineering Best Practices, Capacity Planning, Risk Assessment, Requirements Traceability, Contingency Planning, Scope Management, Communication Planning, Operational Readiness, Vendor Relationship Management
STRATEGY & METRICS: Technical Strategy Ownership, OKRs, KPIs & Metrics, Vision Alignment, Technical Decision-Making, Build-vs-Buy Decision Framework, Product Ownership Governance, Technical Documentation, Cross-functional Project Planning
ENGINEERING CULTURE: Engineering Culture Building, Startup Agility, On-Call & Incident Escalation, Reliability Engineering, Rigorous Engineering Standards, Continuous Improvement

📈 Product & Strategy

ANALYTICS & DATA: Analytics, Data Visualization, Metrics Instrumentation, KPI Definition, Benchmarking, Performance, Snowflake, BigQuery, Tableau, Airbyte
TESTING & EXPERIMENTATION: A/B Testing, Experiment Design, Experiment Plan Design, Hypothesis Testing, Hypothesis Validation Loop, Experimentation Cadence, Repeatable Playbook Development, Statistical Significance, Value Proposition Testing
USER RESEARCH & INSIGHTS: User Research, User Behavior Analysis, User Journey Mapping, Qualitative Research, Quantitative Analysis, Survey Design, Voice of Customer, Session Recording, Heatmaps
GROWTH & CONVERSION: Conversion Optimization, SEO, GEO (Generative Engine Optimization), AI Search Visibility, Organic Acquisition Strategy, Localization Strategy, Geo-targeted Content, Local Search Discoverability, Growth Modeling, Funnel Analysis, Cohort Analysis, Churn Analysis
STRATEGY & MARKET: Competitive Analysis, Market Research, Trend Analysis, Market Trend Monitoring, Two-Sided B2B Product, Ground-Up Solution Design,

🔑 Tools & Platforms

DEVELOPMENT & CODE: VS Code, Cursor, GitHub, GitLab, Bitbucket, Chrome DevTools, Postman, npm, Webpack, Node.js
CLOUD & HOSTING: AWS, GCP, Docker, Containerization, Kinsta, WP Engine
ARCHITECTURE & CLOUD: Cloud-Native Development, Microservices Architecture, Event-Driven Architecture, SLO/SLI Definition, Reliability Engineering
MONITORING & PERFORMANCE: Datadog, Grafana, New Relic, PagerDuty, Google Analytics, Google Tag Manager, Lighthouse, Web Vitals
COLLABORATION & PM: Jira, Confluence, Trello, Slack, Miro
DESIGN & FRAMEWORKS: Figma, Bootstrap, Mapbox/MapLibre
BUSINESS PLATFORMS: HubSpot, Salesforce, PayPal, Square, Stripe

AI & Innovation

AI PLATFORMS: Claude AI, OpenAI, Codex AI, ChatGPT Codex, Copilot AI, Cursor AI

AI INFRASTRUCTURE: LangChain, LlamaIndex, LLM Orchestration, Embeddings, Vector Databases, RAG Pipelines, Inference Pipelines

AI ENGINEERING: Prompt Engineering, Function Calling, API Design, Evaluation & Guardrails, Observability for AI, Responsible AI, Gen AI Ops, GEO Strategy, AI-Driven Product Leadership, AI Search Product Management

AUTOMATION & INTEGRATION: AI Agents, AI Automation, AI Orchestration, Agentic Development Practices, AI Governance, AI Tooling, Autonomous Workflows, Workflow Automation, MCP Servers, Model Context Protocol, VS Code Integration, Chrome Integration, DevOps

Business & Operations

FINANCIAL MANAGEMENT: Billing, Budget Management, Cost Optimization, Forecasting, Invoicing, Revenue Modeling, Procurement

COMPLIANCE & SECURITY: Compliance, HIPAA/PCI, Data Privacy, Security, Quality Assurance

CLIENT & VENDOR RELATIONS: Client Relations, Vendor Audits, Vendor Coordination, Contracts, SLA Management

STRATEGY & PLANNING: Business Development, Strategic Partnerships, Portfolio Management, Roadmapping, OKR Planning, KPI Tracking

OPERATIONS & LEADERSHIP: Operational Scaling, Process Optimization, Resource Planning, Change Control, Documentation, Reporting & Analytics, Time Management, Executive Communication, Cross-functional Leadership, Stakeholder Management, Risk Management

PROFESSIONAL EXPERIENCE

Senior Manager of Marketing Operations

Apr 2024 - Present

Turf Masters Brands

Remote

- Own end-to-end marketing systems architecture across CRM, web, and campaign platforms — enable seamless integrations via APIs and automated data pipelines; eliminate manual bottlenecks and improve campaign velocity across acquisition, retention, and revenue growth.
- Manage ~60+ marketing websites with direct ownership of performance, tracking, and conversion optimization — implement landing pages, tagging (pixels/scripts), and front-end enhancements (JS/HTML/CSS) to improve attribution accuracy and conversions.
- Build scalable audience segmentation and list development frameworks — leverage SQL (Redshift/Snowflake) to create lifecycle-based targeting for email, SMS, direct mail, and digital campaigns; improve targeting precision and ROI.
- Engineer automated workflows using Python — reduce manual overhead, improve data reliability, and accelerate campaign execution timelines through repeatable processes; proactively resolve system bottlenecks and optimize data flows to maintain high reliability without IT dependency.
- Establish tracking and attribution infrastructure — ensure clean data capture across leads, calls, and transactions; enable campaign-level insights via Power BI and analytics tools; support A/B testing frameworks and rapid iteration cycles to increase testing velocity and data-driven decisions.

Senior Technical Product Manager

Aug 2024 - Jan 2026

Neighborhoods.com

Remote

- Own a KPI-driven roadmap for a high-traffic WordPress platform — driving +52% organic traffic growth through technical SEO, content experiments, and CRO; represent the technology perspective in cross-functional forums spanning Product, Engineering, Marketing, Sales, Finance, and Support.
- Owned geo-targeted localization across thousands of city, neighborhood, and ZIP-level pages — expanded local search discoverability through structured data, internal linking, and templated content; drove organic visibility into underserved markets as a core traffic growth pillar.
- Established a systematic experimentation cadence — write plans with defined hypotheses, metrics, and decision criteria; validate via GA/GTM, Search Console, Tableau, Lighthouse/Web Vitals, and Datadog; turn learnings into repeatable playbooks across the SEO/CRO portfolio.
- Raised delivery reliability through PR standards, required reviews, CI/CD quality gates, and post-deploy monitoring; maintained operational readiness as a release gate — ensuring QA, documentation, and rollback plans before every deploy.
- Drove team-wide AI adoption through Responsible AI governance: governed workflows across Jira/Confluence/GitHub/Slack with approval gates, audit trails, and quality guardrails — accelerating delivery while maintaining oversight.

- Led a blended team of front-end and back-end engineers as a player-coach: performed code reviews, guided software architecture and technical decisions, drove cross-team integrations, and iterated on an agile-inspired process to help the team build better software as a cohesive unit.
- Built and scaled existing WordPress infrastructure as an upstream foundational platform — established code ownership, CI/CD quality gates, and performance budgets; protected downstream Marketing, SEO, and Analytics team velocity through stable API contracts, governed tooling, and AI-enabled delivery workflows.
- Engineered the technical foundation for geo-targeted localization at scale — built and maintained SSR rendering patterns, structured data schemas, and internal linking architecture supporting thousands of city, neighborhood, and ZIP-level pages; designed content pipeline integrations and template systems enabling SEO and Marketing teams to expand local market coverage without engineering bottlenecks.
- Built contract-first REST integrations with versioned schemas, idempotency, retries/backoff, trace IDs, SLAs, and runbooks; maintained services against defined reliability standards to manage customer expectations of uptime.

Senior Lead Engineer

Jan 2021 - Dec 2022

Bender Inc.

Exton, PA (Remote)

- Unified 12 fragmented websites into a single maintainable platform — a deliberate scalable systems design decision that established shared components, governance, and a foundation for long-term maintainability.
- Integrated CRM platforms (HubSpot, 85,000+ contacts; Salesforce) via APIs and webhooks; implemented lifecycle rules, segmentation, routing, and reconciliation checks; managed vendor relationships for platform integrations and compliance dependencies.
- Built conversion journeys contributing to a 30% increase in total office revenue; achieved first-page visibility for 20 high-value keywords.
- Delivered 10+ custom plugins/extensions (TypeScript/TYPO3) to improve editorial workflows — SDK-adjacent platform extensibility that improved team productivity and reduced manual process overhead.

Senior Lead Engineer

Oct 2019 - Jan 2021

Intracta LLC

Loveland, CO

- Served as product owner and technical lead — validated offline-first architecture through MVP prototype testing before global deployment; architected the full platform spanning iOS/iPadOS, responsive web, Node.js real-time WebSocket services, and a secure RBAC backend; zero tolerance for data loss during live events with thousands of attendees.
- Designed venue-resilient reliability: optional local edge server for connectivity failure, idempotent sync/reconciliation patterns, and data integrity safeguards under degraded conditions — reliability engineering in practice.
- Owned requirements through release to production support; created runbooks, monitoring, and owned incident response and escalation procedures for time-sensitive live events — delivering high-quality, customer-facing software under real-world constraints.

Founder / Senior Technical Product Manager

Jan 2013 - Oct 2020

Top Dev America

Remote

- Built and led a fully remote team (4 developers) delivering 350+ projects — drove client product decisions through influence without authority as a trusted technical advisor; guided clients through solution design, architecture workshops, build-vs-buy recommendations, and scoping engagements that put ROI first.
- Owned the full product lifecycle per engagement — created business cases and scoping documents, performed process mapping to identify bottlenecks before committing resources, maintained scope boundaries and contingency plans, and kept stakeholders informed of dependencies, risks, and trade-offs throughout delivery.
- Integrated platforms (WordPress, Shopify, Joomla, HubSpot, Salesforce, payments) via APIs/webhooks/automation — API design and integration at scale, driving production-scale outcomes across 350+ client engagements.

Links HME

- Owned roadmap for a two-sided B2B healthcare platform serving DME provider organizations and their patients — claim submission workflows, real-time insurance eligibility validation, carrier system integrations, manufacturer and vendor management, patient records, billing workflows, inventory management, and API connectivity; ensured epics, user stories, and acceptance criteria were traceable back to HIPAA/PCI compliance requirements before any sprint commitment.
- Directed an org with management layers — engineering managers, QA leads, and design leads each managing their own teams; recruited, mentored, and coached for growth; facilitated 1:1s and measured team performance; reported sprint throughput, defect trends, cycle time, and risk metrics directly to the CEO; managed a \$4.5M budget with disciplined forecasting.
- Led continuous improvement of Agile practices — matured sprint ceremonies, improved epic → story → acceptance criteria traceability, and embedded compliance requirements into product architecture from the start; HIPAA/PCI constraints shaped data models, API designs, and access patterns before engineering wrote a line of code.

Executive Technology Director

Jun 2012 - Jan 2018

Richardson, TX

Apple Homecare Medical Supply Inc.

- Owned full technical ecosystem for a multi-site DME organization — drove technology adoption and change management across 11 offices and 300+ employees while improving operational efficiency, healthcare regulatory compliance, and staff experience simultaneously; scaled infrastructure from 2 to 11 offices without service degradation.
- Drove \$12M revenue increase over 5 years through technology-enabled operational scaling and process optimization.

EDUCATION

Bachelor's Degree, Computer Science

University of Texas at Brownsville

2010 - 2013

GPA: 3.8

Associate's Degree, Application Development

McLennan Community College

2008 - 2010

GPA: 3.9