

Product & Platform Leader | Growth, Monetization, and Platform Scale

Building systems that turn data, pricing, and transactions into measurable business outcomes

Product and platform executive with 18+ years building and scaling decisioning systems across marketplaces, billing platforms, and data-driven products. Experience designing systems that balance growth, pricing, risk tradeoffs, and operational constraints using experimentation, data, and platform strategy. Built and led product organizations delivering measurable improvements in unit economics, customer behavior, and platform performance at scale.

Explore product systems and AI-powered portfolio: [chrisshaw.build/ask](#)

Experience

DESIGN PICKLE - SCOTTSDALE, AZ (Remote) JUN 2021 - JAN 2026
Subscription creative services + SaaS platform serving SMB and mid-market customers through a global contractor and partner marketplace.

Vice President of Product & Engineering

- Owned product systems governing pricing, supply allocation, and fulfillment, directly impacting revenue, cost structure, and customer experience across a global marketplace.
- Defined and tracked key metrics across pricing, engagement, and retention, holding teams accountable to measurable outcomes.
- Designed and operated experimentation frameworks to optimize tradeoffs between growth, margin, and delivery cost, driving measurable improvements in revenue efficiency and platform performance.
- Led 0→1 platform and AI initiatives automating decisioning across supply, demand, and fulfillment workflows, improving efficiency and output quality.
- Redesigned pricing, packaging, and billing systems to optimize customer segmentation and unit economics, increasing average selling price by 40% while maintaining retention.
- Led a 25+ person org with \$7M budget, driving ~40% revenue growth, 50%+ cost reduction, engagement from 50%→85%+, and churn reduction from 10%+ to <4% (NRR ~95.5%).

ORACLE | NORTONLIFELOCK (Remote) JAN 2021 – JUN 2021

Principal Technical Program Manager | Principal Product Manager

Short transition period that included family caregiving leave, followed by brief leadership roles at Oracle and NortonLifeLock before joining Design Pickle in June 2021.

IPRO TECH - TEMPE, AZ (Hybrid) JAN 2020 – JAN 2021

A global leader in Software eDiscovery and Information Governance.

Director of Product Management

- Built machine learning-driven decision systems (Continuous Active Learning) to prioritize and automate outcomes across large-scale datasets, improving decision accuracy and performance over time.
- Defined evaluation metrics and feedback loops to improve AI-driven outcomes over time.
- Rebuilt analytics into a self-serve experience, accelerating enterprise customer adoption.
- Introduced product success metrics and experimentation frameworks to drive roadmap decisions and performance.

EXECUTE TO WIN (ETW) - CHANDLER, AZ (On-site)

JAN 2019 - JAN 2020

A leadership and strategy firm delivering a SaaS platform connecting culture, leadership development, and performance management to drive organizational growth.

Director of Product Management

- Led development of a 0→1 platform connecting organizational culture, leadership development, and performance management to help companies drive measurable growth and operational alignment.
- Transformed product and engineering teams to operate in cross-functional, customer-driven pods, increasing delivery velocity and enabling monthly product releases instead of quarterly cycles.
- Drove ~70% YoY sales growth while reducing infrastructure and tooling costs by approximately 30% through product modernization and operational improvements.

MICROSOFT CORPORATION - REDMOND, WA (Hybrid)

MAY 2012 - DEC 2019

A multinational technology company developing and supporting computer software and cloud platforms.

Senior Product / Program Manager

- Built and scaled marketplace, pricing, and billing systems supporting \$250M+ in transactions, directly influencing monetization, conversion, and partner revenue outcomes.
- Led experimentation across marketplace and platform surfaces to optimize conversion, pricing effectiveness, and ecosystem growth using data-driven decision frameworks.
- Partnered with analytics and data science teams to evaluate performance and inform pricing and conversion strategies across marketplace transactions.
- Designed and applied experimentation frameworks to test product and pricing hypotheses, improving adoption, engagement, and revenue outcomes.
- Developed systems connecting transactional data, pricing logic, and financial flows to support revenue accuracy, partner reporting, and platform scalability.
- Reduced onboarding time from 3+ months to under 1 week through system and process redesign.
- Contributed to Microsoft One Billing platform enabling unified monetization across multiple business units.

Prior to 2012: General Dynamics C4 Systems - Software Engineer/Developer (~6 years)

OPERATOR EXPERIENCE - PINOT'S PALETTE - GILBERT (Hybrid)

JUL 2016 - JAN 2024

- Built, operated, and exited a top 20 revenue-performing business, driving pricing strategy, customer acquisition, and growth across B2C and B2B channels in a highly competitive and declining market.
- Built and integrated revenue operations across marketing, sales, pricing, and customer experience to drive acquisition, conversion, and repeat business.
- Rebuilt business model during COVID within weeks, launching new offerings and sustaining performance while 60+ peer locations shut down.
- Owned full P&L including pricing, cost structure, staffing, and operational efficiency.

Education

ARIZONA STATE UNIVERSITY, TEMPE, AZ

Master of Computer Engineering, Emphasis in Software Development & Product/Project Management

Master of Business Administration (MBA), Emphasis in Marketing, International Business & Entrepreneurship

Bachelor of Science in Systems Engineering

Core Capabilities

Decisioning Systems & Product Strategy • Pricing & Unit Economics Optimization • Marketplace & Transaction Platforms • Risk, Tradeoff & Performance Optimization • Experimentation & Data-Driven Decisioning