

Platform, Product & Monetization Executive

Operator who builds and scales monetization systems, platform businesses, and operating models that drive revenue and efficiency across SaaS and marketplace companies

Product and platform executive with 18+ years scaling SaaS and marketplace businesses through monetization, platform strategy, and operating model design. Proven track record driving revenue growth, improving unit economics, and building systems that align product, engineering, and business execution.

Portfolio and case studies: [chrisshaw.build](#)

Experience

DESIGN PICKLE - SCOTTSDALE, AZ JUN 2021 - JAN 2026
Subscription creative services + SaaS platform serving SMBs with a global contractor delivery network.

Vice President of Product, Engineering & Design

- Owned product, engineering, design, and data across a SaaS platform and 600+ contractor marketplace.
- Led full business transformation from services to platform model, driving 40%+ revenue growth and reducing operating costs 50%.
- Built and scaled monetization systems across pricing, packaging, and billing, unlocking new revenue streams and expansion paths.
- Drove engagement from 50% to 85%+ and reduced churn from 10%+ to <4%, resulting in ~95.5% NRR.
- Built and led platform organization (25+ team, \$7M budget) across product, engineering, and data.
- Designed and implemented operating model aligning product, data, and execution to drive predictable growth.
- Delivered 99.99% platform availability through modernization of engineering and deployment systems.

IPRO TECH - TEMPE, AZ JAN 2020 - JUN 2021
A global leader in Software eDiscovery and Information Governance.

Director of Product Management

- Owned product strategy for eDiscovery and information governance platform; led PM and Design team of 9.
- Rebuilt Analytics into a self-serve experience driving measurable customer adoption.
- Defined success metrics and used data to drive roadmap and performance improvements.
- Scaled PM team to support increased engineering capacity and business demand.

EXECUTE TO WIN (ETW) - CHANDLER, AZ JAN 2019 - JAN 2020
A consulting firm helping organizations improve leadership, strategy, and culture.

Director of Product Management

- Drove 70% YoY sales growth by increasing team productivity and shifting releases from quarterly to monthly.
- Reduced costs by 30% by removing unnecessary infrastructure and tooling.

MICROSOFT CORPORATION - REDMOND, WA

MAY 2012 - DEC 2019

*A multinational technology company developing and supporting computer software and personal electronics.***Senior Product / Program Manager**

- Built and scaled Azure marketplace and billing systems supporting \$250M+ revenue and partner ecosystem growth.
- Led monetization and platform initiatives across Azure Marketplace and Microsoft One Billing.
- Reduced partner onboarding time from 3+ months to under 1 week, accelerating ecosystem growth.
- Secured 25+ strategic partnerships across internal and external stakeholders.
- Selected for Azure Growth team to drive experimentation and data-driven product improvements across services.

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 franchise business in a competitive and declining market.
- Drove revenue growth through pricing, partnerships, and customer acquisition across B2C and B2B channels.
- Owned full P&L including pricing, cost structure, staffing, and operational efficiency.

Education

ARIZONA STATE UNIVERSITY, Tempe, AZ

Master of Engineering Degree, Emphasis in Software Development & PM

Master of Business Administration, Emphasis in Marketing, International Business & Entrepreneurship

Bachelor of Science Degree in Systems Engineering

Core Capabilities

Platform Strategy • Monetization & Pricing • Marketplace & Payments • Organizational Leadership • Product Strategy • Business Operations