

Platform & Product Operator | 0→1, AI, Marketplace, & Growth

Core strengths: Building systems that connect product, data, and monetization to drive measurable outcomes

Platform and product operator with 18+ years building 0→1 systems, marketplaces, and data-driven products. Focused on connecting product, customer behavior, and monetization to drive measurable outcomes. Experience building experimentation systems, marketplace platforms, and machine learning-driven capabilities, including Azure Marketplace, Microsoft One Billing, and AI-driven Continuous Active Learning (CAL) at iPro.

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

- Led multiple 0→1 product initiatives including AI-powered Auto-Assigner, Brief & Brand Kit Assist, automating creative workflows and improving request and deliverable quality through experimentation -driven development.
- Built and launched multiple 0→1 platform initiatives including Creative Ops Hub, White Labeling, and BYO capabilities, expanding the product into a broader ecosystem and new revenue opportunities.
- Redesigned the billing and packaging model, introducing platform add-ons and new service tiers that increased average selling price by 40%.
- 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%).
- Built experimentation-driven product system enabling rapid iteration, customer feedback loops, and data -driven decision making.

IPro TECH - TEMPE, AZ (Hybrid)

JAN 2020 – JUN 2021

A global leader in Software eDiscovery and Information Governance.

Director of Product Management

- Led product and organizational transformation across product management and design, improving prioritization, execution consistency, and cross-functional alignment.
- Built AI-driven eDiscovery capabilities including Continuous Active Learning (CAL), turning large-scale legal data into actionable insights and establishing a core differentiator for the platform.
- Rebuilt analytics into a self-serve experience, accelerating enterprise customer adoption.
- Introduced product success metrics and experimentation frameworks to drive roadmap decisions and performance.
- Positioned CAL as a strategic platform capability that accelerated document review workflows and strengthened the company's competitive differentiation.

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 marketplace, billing, and experimentation across Azure ecosystem supporting \$250M+ marketplace growth.
- Designed and applied experimentation frameworks to improve adoption, engagement, and product performance across Azure services.
- Contributed to Microsoft One Billing platform enabling unified monetization across multiple business units.
- Reduced onboarding time from 3+ months to under 1 week through system and process redesign.
- Expanded partner ecosystem enabling SaaS vendors to monetize and scale through marketplace distribution.

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.

SELECTED PROJECTS - BLINDSPOT (AI PRODUCT)

- Built and launched an AI-driven product that analyzes customer feedback and documentation to identify product gaps and generate actionable insights.
- Designed end-to-end system turning unstructured data into prioritized insights and draft outputs using AI-assisted workflows.

Education:

ARIZONA STATE UNIVERSITY, Tempe, AZ

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

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

Bachelor of Science Degree in Systems Engineering

Core Capabilities

Marketplace Platforms • Experimentation • Data-Driven Product • Billing Systems • 0→1 Product