Chris Pritchard

616.250.7922 | [chris@chrispritchard.com](mailto:chris@chrispritchard.com) | [www.linkedin.com/in/pritchard00/](http://www.linkedin.com/in/pritchard00/)

Senior Product Manager

Driving Success Through Design, Development & Digital Strategy

Highly adaptable and versatile Product Manager with 15+ years of experience in industries like retail, eCommerce, and banking. Adept in applying Agile methodologies to lead cross-functional teams in delivering great digital experiences that align with business goals. Proven ability to conceptualize innovative solutions, build trust, prioritize demands, and manage multiple projects simultaneously. Skilled in digital analysis, and requirements gathering with a strong focus on user experience and data-driven decisions. Known for building collaborative partnerships, solving complex problems, and driving team success through strength-based leadership.

**Product Management, Strategy & Roadmapping | eCommerce Experiences | Web Analytics | UI \ UX Design | SaaS Solutions | Personalization | Rapid Prototyping | Agile / Scrum Methodologies | Go-to-Market Launch Plans | Team Leadership | Digital Marketing | Search Engine Optimization (SEO) | Emerging Technologies**

Professional Experience

**SELF EMPLOYED**

Folsom, CA 2008 – Present

**Freelancer**  
Developed various web solutions, applications and pursued photography interests.

* Developed various web platforms and services across various sectors, including Oxnard Police Department, Ventura County Sheriff, Boomtown Hotel Casino, Casino Magic, and agency services.
* Developed photography applications utilizing AI development to create a platform for users to share and explore photos, fostering community engagement.

**ARBONNE INTERNATIONAL** (B2B, B2C, Retail)

Irvine, CA June 2023 - December 2023

**Senior Manager, eCommerce**

Led a small team using Agile methodologies, improving standards and processes for more efficient product delivery. Supported digital transformation, focusing on customer experience and personalization through data insights.

* Leading the team in defining requirements, stories, grooming, bug management, and wireframes to align digital strategies with company goals. Led agile ceremonies and improved product development cycles by implementing new agile workflows, standards and processes. Ultimately improving time-to-market..
* Collaborate with teams to recommend and launch Apple Pay into Hybris Commerce platform, resulting in a 15% increase in conversion rates and improving transaction speed.
* Identified fraud activities through data-analysis, and mitigating a reduction of $55k in fees by improving the UI/UX.

**WASHINGTON FEDERAL BANK** (B2C, Finance)

Seattle, WA April 2021 - June 2023

**Senior Digital Product Manager**

Established and led personalizations strategies and led the development of a customer data platform. Including the development of roadmaps, strategic planning, stakeholder alignment, product status, KPIs and roadmap progress.

* Launched and managed a personalization strategy utilizing Tealium, improving customer profiles and activating real-time marketing automation across multiple channels.
* Developed A/B testing strategies that improved conversions by 40% through design thinking and data insights.
* Reduced fraud and increased loan application conversions by 70% through user behavior analysis, providing mitigations plans.

**AMWAY GLOBAL** (B2B, B2C, Retail)

Ada, MI February 2009 - April 2021

**Senior Product Manager**  
Led the global deployment of analytics platforms, tag management and personalization tools across 122 countries, managing teams, strategy, roadmaps, release schedules and communications for web analytics and marketing technology solutions.

* Developed and launched a data analytics platform, reducing costs by 50% and improving personalization efforts, increasing customer retention by 15%.
* Implemented a recommendation engine, driving customer lifetime value up by 20% through optimized user experiences.
* Reduced licensing costs by 50%, improved data quality, implemented personalization and A/B testing, improved SEO campaigns through comprehensive reporting frameworks.

**Developer, User Experience / Analytics**

February 2009 - June 2017

Led user research and data analysis to optimize web and mobile user experiences, while overseeing the implementation of analytics tools. Supported product teams and stakeholders by leveraging data to inform decision-making and continuously improve performance.

* Conducted user research and data analysis, improving user experiences and increasing auto-ship conversions by 20%.
* Implemented marketing automation and tag management solutions, enhancing data collection efficiency and accuracy.
* Improved order conversions up to 11% by improving UI within cart, checkout, and product details.
* Improved analytics adoption globally by creating training programs for analysts across Asia and Europe.

**MEIJER** (B2C, Retail)

Walker, MI October 2004 - October 2009

**Senior Web Designer**

* Led web and mobile application design, creating wireframes, prototypes, graphics, logos, and interface elements. Established design standards and best practices for emerging technology projects.
* Directed creative initiatives for Meijer WineList, increasing wine sales and receiving the RACie mobile design award.
* Created branding and user interfaces for Meijer MealBox, enhancing customer shopping experiences and increasing product sales.

Achievements

Led the global deployment of a data analytics platform in 122 countries at Amway, significantly reduced licensing cost and improved data quality and reporting. Deployed across 300+ eCommerce and mobile platforms.

Launched a customer data hub that boosted personalization, increasing conversions by 64% through real-time marketing automation and enriched customer profiles.

Delivered a product recommendation engine and voice of customer platform, optimizing personalized suggestions and feedback to align with business goals.

Education

Associates of Arts (AA), Visual Communications, Ventura College, Ventura, CA

Technical Skills

Heap | Adobe | Google | HotJar | Mouseflow | Lucky Orange | ObservePoint | Azure | Adobe XD | Figma

Photoshop | Illustrator | Development Coding: FullStack, Node, React, Postgres, APIs | Tealium Customer Data Hub | A/B

Tag Management | Kameleoon | Optimizely | Certona | Qualtrics | Drift | Marketo | Atlassian | Web Analytics | UI \ UX

MarTech | Agile/Scrum | Data Privacy / CCPA / GDPR | Social Media: Facebook, Instagram, Twitter

Professional Development

Certified Scrum Product Owner (CSPO) Certification, ScrumAlliance, online

Human-Centered Design, Luma Institute, Grand Rapids, MI

Tealium Digital Velocity Training, San Diego, CA & San Francisco, CA, 2014, 2016, 2017, 2019, 2021

Adobe Max Training Conference, Salt Lake City, UT, 2020

Adobe Max Training, Las Vegas, NV, 2021

Heap Analytics Training, San Francisco, CA, 2019