

CHRIS AUGUSTINE, MBA



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SKILLS & EXPERTISE



Product Strategy



Product Leadership



Managing & Mentoring Teams



AI-Enabled Products



AI Tools for Product Development



Scrum Product Owner



Team Building



Agile Development



Product Roadmapping



User Experience (UX)



Software-as-a-Service



Application Security



Native Mobile Apps



Gamification



Data & Analytics

EDUCATION



Bachelor of Arts, English

University at Albany



Master of Business Administration

UMass Dartmouth

PROFESSIONAL PROFILE

Product leader with over 10 years of experience who builds teams that get stuff done. Specializing in empowering passionate product managers and engineers, while getting hands-on discovering business problems and solving them with cutting-edge technology solutions that change the way people live and work. Thrives when leading collaborative, cross-functional teams to blow away the wildest expectations of users and customers.

WORK EXPERIENCE

Wistia

Director of Product (2023 - present)

- ◆ Responsible for product strategy for Wistia's "Create" pillar: AI-powered video creation, content repurposing, recording, editing, and webinar platform, making professional video production accessible to marketing teams without video expertise.
- ◆ Lead team of 3 product managers, drive customer-driven product development through rapid experimentation, data-driven prioritization, and aggressive adoption of AI technologies.

Robin

Director of Product Management (2022 - 2023); Senior Manager of Product Management (2021-2022)

- ◆ Establish innovative product roadmap across highly fluid workplace tech space during and beyond pandemic based on data analysis and customer-focused problem discovery while driving AI innovation for automation and insights.
- ◆ Lead strategically critical product expansions, product discovery, customer research, feature design/delivery, beta testing, and ongoing iterative development, while mentoring and managed 3+ product managers.

ZoomInfo

Director of Product Management (2020 - 2021)

- ◆ Lead product management for new product line, customer problem discovery, product/market fit, scoping MVP and product roadmap. Managed team of 2 product managers.

Virgin Pulse

Director of Product Management (2019 - 2020); Senior Product Manager (2016-2019); Product Manager (2014-2015); Marketing Manager (2013-2014)

- ◆ Drove core product strategy, roadmap and delivery for the Virgin Pulse SaaS platform, an enterprise solution on web and mobile enhancing employee engagement and wellbeing with a content-driven, consumer-grade UX. Managed team of 6 product managers

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STATS & HIGHLIGHTS

- ◆ Guided Wistia's creation suite and webinar products to over 3x increase in adoption (doubling usage YOY repeatedly) while enabling re-packaging for monetization as an add-on.
- ◆ Launched Robin's new visitor management product, helping to increase ARR by over \$4M, while iterating on an ongoing basis for competitive parity.
- ◆ Greenfielded "favorites" feature for Robin's employee desk booking software, making users 60% more likely to visit the office.
- ◆ Launched ZoomInfo for Recruiters MVP after only 10 weeks of development while driving towards market launch to support \$15M sales target.
- ◆ Brought Virgin Pulse 2.0 health and wellness SaaS MVP to market where it became a \$150M+ ARR flagship product.
- ◆ Introduced secondary Virgin Pulse wellness product to market at lower price point, filling a market gap and driving \$10-20M in annual revenue.
- ◆ Launched add-on self-serve custom survey framework to Virgin Pulse platform, driving over 80% survey participation among user base with go-forward sales forecast exceeding \$1M annually in upsell.
- ◆ Increased Zipcar NPS score by 60% for electric vehicles (EVs).

WORK EXPERIENCE *(continued)*

Toast

Director of Product Management (2020)

- ◆ Focused on TAM growth opportunities, but due to COVID-19 impact on restaurant industry, growth initiative and new product lines (along with my position) were unfortunately eliminated prematurely.

Zipcar Boston, MA

Product Manager (2015-2016)

- ◆ Drove and defined product roadmap across a variety of initiatives and features within the Zipcar platform, including electric vehicles, registration and login, vehicle reservation/driving experience, member contact experience, application security, and admin tools.

CVS Caremark Woonsocket, RI

Marketing Manager (2011-2013)

- ◆ Developed B2C marketing strategies and tactics for prescription benefit and mail order pharmacy business units with the goal of driving web traffic and increasing overall usage of digital assets (websites, mobile apps).
- ◆ Executed strategies, managing to key milestones and \$2M budget
- ◆ Focused on implementing and improving digital marketing channels (email, search, online display, re-targeting, social media, mobile, etc.) to reduce costs, increase response rates and ultimately drive bottom line results

Stonehill College Easton, MA

Senior Marketing Manager (2010-2011); Marketing Project Manager (2008-2009)

- ◆ Drive enrollment results and build brand awareness nationally, utilizing a full range of communication channels and marketing programs including websites, e-mails, social media, SEM/SEO, direct mail, event marketing, and broadcast ads.
- ◆ Led initiative to increase marketing budget from \$150,000 to \$1.2 million over the course of two years by demonstrating increased ROI. Results included an increase in undergraduate applications by more than 20% and an increase in tuition revenue by over \$2 million.