Chris Thompson

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Summary:

Passionate Product Management professional with an MBA and over fifteen years software experience looking to manage a Product line, group, or business unit. Demonstrated expertise in the following areas:

- Extensive experience creating, launching and managing successful product lines and services while managing day-to-day stakeholder expectations and emergencies. I'm curious and enjoy learning
- Passionate storyteller. Highly collaborative with focus on timely delivery of software that aligns with enterprise objectives. Comfortable leading, teaching, researching, and delivering world class software in an Agile fashion
- Product Management toolkit: Waterfall & Agile methodologies, Pragmatic Marketing certified. Product Owner Scrum Master certified. I participate and contribute to online product management resources and best practices
- High flexibility coupled with strong diplomacy

Professional Experience:

LiveWorld Inc., San Jose, CA (NASDAQ: LVWD)
SENIOR PRODUCT MANAGER
2012 - Current
Product lead for LiveWorld SaaS Social Platform (similar to Hootsuite or Falcon Social). Notable deliverables:

- 2016 SaaS Beta Launch – Three beta customers and growing. Learn more at http://bit.ly/2bXee3V
- Authors - New experience focused around discovering influential authors and engaging with them
- Listening Services - Integration with 3rd party and native social networks for API keyword search
- CRM (Case Management) - Customer success and conversation tracking
- Real time customer chat – Social Customer Success platform including Public to Private Conversation management
- Engagement Analytics Dashboard with Customer health and sentiment assessments
- Case views, custom fields, advanced search, business rules, export, and much more
- Branching, Updating, and Merging Enterprise codebase via Github

These features are allowing LiveWorld to enter the Customer Success SaaS market. I manage the product line and all company reviews and all product related documentation such as keyword search FAQs, release notes, and data glossaries. I also manage all partner programs like the Facebook Marketing Partners program

eBay, San Jose, CA (NASDAQ: EBAY)
SENIOR PRODUCT MANAGER
2011 – 2012
Brought product details and descriptions to eBay (now eBay local):

- eBay Product Based Experience site update for 2012, US and International pages
- Shopping.com affiliate marketing integration (new revenue stream via affiliate marketing)
- Above standard sellers integration (lowered prices which increased gross merchandise bought)
- Led SEO experiments and enhancements that improved eBay product page rank
- Added new categories and catalogues to the eBay Product Based Experience

REALTOR.COM® (now News Corp - NASDAQ:NWS), San Jose, CA
PRODUCT MANAGEMENT
2008 – 2011
- Managed all aspects of REALTOR.COM® consumer experience including social media, product roadmap, reporting, & maintenance. Also managing pay per lead products & CMS tools.

- Larger projects include Bazaarvoice moderation integration to blogging platform, Facebook Open Graph integration, Foreclosure data integration with RealtyTrac and more
- REALTOR.COM® mobile applications (iPhone, iPad, Droid, Windows 7)

LiveOps, Redwood Shores, CA
SENIOR INSIDE SALES MANAGER
2008 – 2008
- Created pipeline for the enterprise on demand call center platform (SaaS) business unit and direct response business unit. Generated $3M+ in opportunity
- Successfully prospected first enterprise pharmaceutical customer

Saba (acquired by Vector Capital), Redwood Shores, CA
RENEWAL SALES MANAGER / ESCALATION MANAGER
2006 – 2008
- Managed maintenance customers for all territories worldwide, exceeded quota by 20%+ for three quarters in a row
- Transitioned CRM to Salesforce.com
- Managed LMS implementations from the enterprise software support side (2006, 2007)
- Managed key customer accounts in finance, health, energy, education, and public sector (2006, 2007)

StarNet Communications, Sunnyvale, CA
PRODUCT MANAGER / SUPPORT MANAGER
2002 – 2006
- Product Manager for two products (X-Win32, Recon-X)
- Created automated regression tests through skills acquired from previous positions
- Setup first company knowledge base and first triggered customer email campaign
- Managed, maintained, and expanded the X-Win32 help file

VEReCOMM (now Dell), Sunnyvale, CA SENIOR SALES ENGINEER / SUPPORT ENGINEER **2000 – 2002**	**Legato Systems (now EMC), Palo Alto, CA** SOFTWARE QUALITY ENGINEER, SUPERVISOR **1999 – 2000**
Lotus software (now IBM), Cupertino, CA SOFTWARE QUALITY ENGINEER **1998 – 1999**	**KLA-Tencor, Milpitas, CA (NASDAQ: KLAC)** ASSOCIATE TEST ENGINEER **1996 – 1998**

Education:

Masters Business Administration (MBA)
Santa Clara University, Santa Clara, CA
- Concentration: Leadership of Individuals & Organizations
- Dean's list recipient

Bachelors of Science, General Engineering
San Jose State University, San Jose, CA

Additional Information:

- My side project that continues to grow: http://mixedwiki.com
- Certified Scrum Product Owner (CSPO) – (Scrumalliance.org: 256703)
- Pragmatic Marketing Core – 2012
- EIT certified (California license number: XE104939)
- Sample documents and recommendations available by request and online at: http://www.linkedin.com/in/crthompson