

Christopher J. Allen
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Leveraging a diverse background of 15+ years in hardware and software at Fortune 50 companies and early to late stage startups, I'm excited to work with you on your next big idea. From computer vision, machine learning and big data management to market dynamics and marketing strategy, I'm a marketing professional with an engineering mind suited perfectly for product development.

EXPERIENCE

Forterra (Series B Startup building Autonomous Vehicles), Clarksburg, MD

Product Lead, AutoDrive Autonomous Vehicle System

07/2023 – 01/2025

- Lead team of 8 direct reports for all product functions including product managers, product owners, project managers, and technical product managers
- Create and drive roadmapping process across 9 engineering teams (120 engineers) with annual and quarterly visions ensuring cross-functional stakeholder alignment winning \$100M in customer contracts
- Managed data collection and analysis of 1PB of vehicle data for internal and external analysis
- Establish process for coordination between agile software development and waterfall hardware development in Linux and ROS environments improving time to market by 50%

Senior Product Manager, Commercial Autonomous Vehicles

02/2023 – 07/2023

- Anticipated commercial customer needs for autonomy to build commercial product roadmap leading to 4 new pilots with Fortune 100 companies
- Championed customer-centric requirements development and transitioned commercial software development to Agile Scrum reducing development time by 75%
- Developed concept of operations for 10 customer pilots driving 80% return business

AutomotiveMastermind (S&P Global subsidiary, Automotive Retail SaaS and big data), New York, NY

Senior Product Manager, Enterprise SaaS

08/2021 – 02/2023

- Launched new retail incentive optimization SaaS product with 3 vehicle OEMs driving \$150k/mo in incremental revenue at launch
- Managed feature backlog with 3 Product Owners and 6 engineering Scrum teams (30 engineers distributed between USA and India) in an Agile Scrum environment
- Drove alignment between marketing, product, and engineering for 100% on-time product releases

Fiat Chrysler Automobiles (FCA), Auburn Hills, MI

Product Planning Manager, Jeep Grand Cherokee

03/2019 – 08/2021

- Founded innovation team that led to 6 patents across 4 product lines
- Led product planning for WL (current) generation Jeep Grand Cherokee acting as liaison between engineering, design, marketing, finance, and advertising
- Utilized customer voice and data to prioritize investment, product roadmap, and pricing ladders

General Motors, Detroit, MI

Marketing and Product Manager, Chevrolet Colorado

3/2018 – 03/2019

- Consistently delivered sales and objectives above target with minimal retail expenditures
- Established special edition lifecycle plan working with design and engineering to maximize model exposure throughout program lifecycle
- Directed plans to maximize exposure on social, organic search, CRM, and public relations

Accessories Product Manager, Trucks and Crossovers

09/2015 – 03/2018

- Grew Colorado accessory portfolio sales by \$1M through key additions to portfolio
- Collaborated with engineering, design, marketing, and vehicle planning to ensure product development stays on time and reached market as expected
- Coordinated with retail field sales team on go to market strategy for new products

Market Analyst, Large and Mid Pickups, Large SUV, Large Van

06/2014 – 09/2015

- Developed forecast model for determining incremental volume impact with new fleet products
- Guided future product planning with forecasted consumer trends and preferences

Aquent – General Motors, Detroit, MI

Market Analyst, SUVs, Vans, and MPVs, General Motors

07/2013 – 06/2014

- Managed competitive intelligence reporting for North American sales and marketing
- Developed analysis, insight, and recommendations of 10 vehicle segments

Designory, Inc (A division of Omnicom Group Inc), Long Beach, CA

Product Specialist, Infiniti

02/2011 – 07/2013

- Analyzed and tracked competitive product trends, consumer trends, sales data, and marketing efforts
- Facilitated relationship between agency and Infiniti Product Planning

Autobyte, Inc, Irvine, CA

Website Content Manager

11/2009 – 02/2011

- User lead for website redesign including UI and feature development
- Continuously analyzed automotive industry for trends to forecast popularity of models and segments
- Grew e-mail newsletter to \$1M worth of additional advertising revenue per month

J.D. Power and Associates, Westlake Village, CA

Consumer Center Associate

03/2008 – 11/2009

- Led production of 20 pieces of content per week on JDPower.com including writing, editing, HTML coding, and mastering proprietary content management software
- Launched a new vehicle review blog by leading the production, regularly contributing to and planning promotion growing readership to 5,000 page views per month

EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA
Master of Business Administration, Marketing Strategy

Michigan State University, Broad College of Business, East Lansing, MI
Bachelor of Business Administration, Marketing