

| Product Leadership | Program Management | Relationship Management |

A dynamic product leader specializing in strategic growth initiatives and forging strong partnerships. With a talent for bringing products to life by understanding user needs, she excels in enhancing business value to ensure sustainable growth. Effectively builds, manages, and scales web, mobile, audio, and video platforms, applications, and APIs across diverse sectors such as brand agencies, private equity firms, and telecommunications.

Known for strong mentoring and team-building skills, leading cross-functional agile teams to plan, design, market, and support sophisticated application platforms. Combines customer analytics with human-centered design to create delightful user experiences, driving customer satisfaction and revenue growth for Fortune 100 clients.

AREAS OF FOCUS

- ▶ Agile Product Management
- ▶ Partnership Development
- ▶ Customer Experience
- ▶ Digital Transformation
- ▶ Cross-Functional Leadership
- ▶ Business Process Improvement
- ▶ Stakeholder Management
- ▶ Integration Specialist
- ▶ Enterprise Solution Design

TELECOMMUNICATIONS INDUSTRY LEADERSHIP

CANADIAN TELECOMMUNICATIONS ASSOCIATION

2025

A general business and technology consultancy.

Chairman, Mobile Content Council

- ▶ Planning and facilitating industry events and discussions in Canada to develop industry best practices for mobile network operators and messaging aggregator security best practices.
- ▶ Facilitating cross-carrier requirements development for a Canadian 10DLC SMS and MMS brand and program registry.
- ▶ Leading and progressing an industry initiative to deploy Rich Communications Services (RCS) messaging specific to Canada and integrated with all North American mobile network operators, aggregators, and Enterprise Customers.

WORK EXPERIENCE

SINCH CANADA. – Remote, Canada

2024-Present

Director, Carrier Relations

- ▶ Serving as Sinch's Canadian business lead, identified and negotiated over CAD 5M in supplier savings in Q4 of 2024.
- ▶ Initiated contract discussions to add RCS messaging services to all Tier I and II Canadian mobile network operators.

CHRIS EMERY INC. – Annapolis County, NS, Canada

2019-Present

A general business and technology consultancy.

Founder and Principal

- ▶ Investment and development management of an affordable retirement housing community in Granville Ferry, NS.
- ▶ Developed business partnerships and opportunities for businesses in Los Angeles, including Dulce Vida Tequila, Ash Cigar Lounge, and Studio Time.
- ▶ Developed and implemented a messaging analysis process and policy for 8x8, a telephony service provider, increasing risk management and profit margins.

CISCO SYSTEMS CANADA – Remote, Canada

2021-2023

Lead Technical Product Manager, Webex Connect

- ▶ Created and executed roadmap features, leading development, operations, and marketing teams to advance RCS platform features and APIs while managing platform integrations into Cisco's secure infrastructure.
- ▶ Led Development, pricing, and Go-to-market for the Branded Text product add-on, integrating it into Cisco's global pricing strategies.
- ▶ Partnered with Tier I mobile operators and brands for RCS prototype testing, achieving an 80% conversion rate in a Walgreens Rx Refill program.
- ▶ Guided contract negotiations and R&D for new API development in partnership with global mobile network operators.
- ▶ Oversaw SCRUM, Kanban, and Waterfall methodology development and project implementations across multiple teams.

RINGCENTRAL | Belmont, CA

2018-2019

Senior Product Manager, Core Team

- ▶ Redesigned purchasing and feature-provisioning flows to automate license-based entitlement triggers.
- ▶ Integrated an AI chatbot assistant with NLP to marketing, support, and sales entry points.
- ▶ Solved critical NPS pain points and improved adoption rates by decreasing pain point friction in enterprise onboarding.
- ▶ Led a hackathon to streamline the SMB onboarding process, resulting in a 30% increase in conversion rates.

COREDIAL – Blue Bell, PA

2017-2018

Product Owner, Unified Communications

- ▶ Led teams to deliver core feature sets for CoreDial's Unified Communications Client; managed product roadmap and marketing for over 200K end-users. Defined secondary feature sets enhancing user experience across platforms. This resulted in an eventual 80% product adoption and successful company sales.
- ▶ Completed the rollout of tax reporting services for customer migration.
- ▶ Improved user login security and identity access management for administrative users.

SYNIVERSE – Campbell, CA

2011-2016

Product Manager, Enterprise Information Services

- ▶ Oversaw product issue escalation, sales support, and product feature delivery to all North American and APAC customers for Syniverse Enterprise Messaging product set contributing to revenue growth from \$225M to \$800M annually.
- ▶ Developed partnership and sales strategies for Mobile Enterprise Messaging, contributing to \$14M in new yearly revenue.
- ▶ Achieved recognition for a targeted Social Media customer and market solution, increasing revenue by \$2M monthly.
- ▶ Led requirements, design, and development of an online quote automation tool, reducing quote time significantly.

PREVIOUS ROLES

VERISIGN | Mountain View, CA

2009-2011

Senior Project Manager

EMERY CONSULTING | Ben Lomond, CA

2001-2008

Strategy Consultant & Business Owner

SAPIENT CORPORATION | San Francisco, CA

1999-2001

Program Manager, Technical Operations and Support

EDUCATION

[Agile Product Management Certification](#) | UNIVERSITY OF ALBERTA | Coursera

[User Experience Design Certification](#) | UNIVERSITY OF SAN DIEGO | Coursera

[Business Analytics Certification](#) | UNIVERSITY OF PENNSYLVANIA | Coursera

[Web Design Certification](#) | CENTER FOR ELECTRONIC ART | San Francisco, CA

[Journalism - Public Relations](#) | TEMPLE UNIVERSITY | Philadelphia, PA

OTHER SKILLS and TECHNICAL EXPERIENCE

Product Development Lifecycle, Release Management, IT Infrastructure and Integration, Quality Assurance Planning, Continuous Delivery, Competitive Analysis, Financial Analysis, Operations Analysis, Requirements Analysis, Business Intelligence, Qualitative Analysis, Customer Journey Improvement, Documentation, Salesforce, AWS, Zendesk, Remedy, Mobile Devices, Mobile Media, Mobile Messaging, Mentoring, Team Building, VOIP, Video, Streaming Media, HTML 5, CSS 3, JavaScript, UCaaS, CCaaS, SaaS, CPaaS, RCS, MMS, SMS, User Journey and Pain Point Analysis, Telecommunications, Cloud Platforms, TLS, WebSocket, OAuth, IAM, HTTP Methods, Java, Python, JavaScript, JSON, PBX, IVR Analytics, Salesforce, Zendesk, Teams, Okta, User Story Writing and prioritization, Acceptance Criteria, Customer Requirements, Backlog Management, Roadmaps, Market Research, Professional Services, Jira, Figma, InVision