

KRISTOPHER J DREY

Golf Accessory Design & Development

Walnut Creek, CA | 415-722-6696 | dr.drey@gmail.com | www.thebyrddigital.com

PROFESSIONAL SUMMARY

Highly creative, and passionate product manager, designer and developer. Skilled at building physical and digital products from inception to delivery including invention, design, and development of golf accessories, collateral, marketing materials and packaging. Accustomed to working with cross-functional teams to ensure consistent and clear communication, collaboration, and buy-in at every level of the organization.

Strategic

- Strategic design & roadmapping
- Vision & goal setting
- Cross-functional leadership
- Building & scaling teams

Tactical

- Creative UX design
- Content strategy & development
- POC & A/B testing
- Data analysis & Experimentation

WORK EXPERIENCE

President, Creative Innovation Consulting

THE BYRD INNOVATIONS: 2020-Present

The Byrd Innovations is my personal consulting company that I do contract work through with clients in every space who are looking for creative and product support and leadership. I provide web design, brand design and development, collateral design, advertising as well as marketing design and development. I also create content strategies and write SEO-rich copy.

Founder & CEO

THE BYRD, LLC: 2022-Present

The Byrd Golf designs and manufactures golf equipment. As founder and CEO I run the day to day of the business including product invention, design, and development working closely with colleagues and partners in China to bring our products to market. I develop sales and marketing materials, pricing, packaging, GTM strategy, and everything it takes to launch physical products.

Director, Digital

GREYSTAR: 2023

Responsible for owning digital product workstreams focused on property management within a multi-year strategic transformation of the core business model which includes developing new digital tools to improve the digital customer experience and the overall customer journey in a holistic, and omnichannel environment.

Head of Product, Search & Recommendations

GROUPON: 2021-2022

Product leader for Groupon's onsite Search and Deal Ranking ML platform, solving complex problems such as optimization of deal ranking, prediction of deal performance, personalization of deals, and a best-in-class onsite search experience for customers by partnering with product analysts, data scientists, software engineers, business stakeholders, and global leadership. Defined and owned the strategic roadmap and lead successful execution using agile methodologies to drive product development and large-scale initiatives.

Senior Consultant, Product & Innovation

SLALOM: 2021

Served as senior member of digital product management and innovation group focusing on delivering successful outcomes for top global brands. Projects included software development & lifecycle management,, human centered design, value stream mapping, Product Operating Model, product architecture, product and digital transformation.

PERSONAL DATA

- Invented & 5 golf products with 4 patents pending
 - 63/621,928
 - 63/621,934
 - 63/621,940
 - 63/619,019
- Over 20 years in product creation & development
- Conceived and launched first internet speed test (CNET), generating an incremental \$50k/mo in revenue
- Created an AI multifamily Recommendation Engine increasing lead to lease conversion rate by 12%
- Conceived and launched real-time apartment self-schedule tour platform boosting lead conversion rate by 32%
- Designed and launched AI multifamily chatbot decision wizard improving lead conversion by 16%
- Improved sales effectiveness by reducing sales cycle from 68 days to 11, and cost of sales from \$800 per sale to \$200 using inbound marketing
- Increased sales team productivity from 5 closed deals per month to 12 by leveraging inbound marketing strategy
- Startup founder of online OVP comparison engine generating \$35k per annum as a side business
- Launched ML algorithm in onsite search that improved iOS OGP by 1.3%
- Patent: System and Method for Providing Automatic Shipping Returns, U.S. 15/296,860, 10/2016
- Patent: System and Method for Providing a Video Media Toolbar, U.S. 20090049122, 2/2009

KRISTOPHER J DREY

Golf Accessory Design & Development

Walnut Creek, CA | 415-722-6696 | dr.drey@gmail.com | www.thebyrddigital.com

WORK EXPERIENCE CONTINUED

Chief Product Officer, Product Management & Operations

RELATE COMMERCE: 2020-2021

Co-founded a mobile commerce app development startup as a side project, and managed all aspects of Product and Operations for two B2C mobile applications including a retail shopping app, and a local business social network app with focus on product definition, development, strategy and product operations.

Senior Director, Product Management & Innovation

IRVINE COMPANY: 2017-2020

Built and managed a 12 person digital Product Management and Innovation team for multi-billion dollar commercial real estate company. Managed all digital touch-points including 57 websites/portals, 3 mobile apps, and all technology innovation including AI/ML recommendation engine, AR/VR, robotics, conversational systems, and chatbots. Worked with business leaders and CMOs to set strategy and create roadmaps for fiscal budget planning. Responsible for vendor evaluation, contract negotiation and management.

Vice President, Product Management

WESTFIELD LABS: 2013-2016

Managed team of technical product managers who built and integrated back-end systems that powered front-end marketing applications. Managed all aspects of digital content publishing and product search for multiple touchpoints including web (100+ sites), mobile, kiosk, and digital signage. Platforms and systems under my purview included; CMS, DAM, IDM, CDP, CRM, API

Founder & CEO

VIDCOMPARE.COM: 2009-2015

Founded Online Video Platform comparison engine to help businesses find and compare video solutions for their websites. Conducted market research, developed competitive analysis, and market validation, created business and product plans, managed P&L, sold advertising, maintained customer relations, managed social media. Achieved profitability within first year.

Director, Marketing

VIVOTECH, INC: 2011-2012

Managed all facets of marketing and sales enablement for leading mobile payments software and hardware company including: demand generation, social media, and event planning as well as managed website development and created MarCom collateral and content.

Senior Director, Marketing

EXTOLE, INC: 2010-2011

Created initial marketing program and managed product marketing and demand generation while still in incubation period. Wrote 12 and 18 month marketing plans, developed 12 month TCO analysis for trade shows, and hired and managed PR firm and marketing communications.

Vice President, Product Management & Marketing

FLIQZ, INC: 2007-2010

Built product team from ground up establishing first product roadmap along with vision and strategy documents before handing off to new leader to manage while I built the marketing team from the ground up. Developed first SEM strategy, brand book, and developed and hone the company's first inbound lead generation plan that included changing the sales model from outbound to inbound and developed a predictable model with 6 mo payback:

- Reduced sales cycle from 68 days to 11, and cost of sales from \$800 per sale to \$200
- Increased sales team productivity from 5 deals per month to 12
- Drove product strategy and requirement definition, created 12 month product roadmap

SKILLS

- Creative Design & Development
- Product Management
- Digital Design
- Agile Development
- PM & Agile Coaching
- Business Strategy
- Customer Research
- Business Development
- Data & Analytics
- Team Builder / Mentor
- Agile, Scrum, Kanban
- User Experience
- Design Thinking
- Human Centered Design
- MVP / POC
- A/B testing
- P&L

CORE VALUES

✓ C . H . E . C . T .

- Collaborative
- Honest
- Empathetic
- Consistent
- Trustworthy

ADVISORY BOARDS

Relate Commerce
2020-2022

United News Intl
2012-2018

St. Perpetua School
2012-2015

EDUCATION

BS, Natural Resource
Management

California State University,
Chico