

# KRISTOPHER J DREY

## Fractional Senior Product Leadership

Walnut Creek, CA | 415-722-6696 | kris@thebyrdinnovations.com | www.thebyrdnnovations.com

## PROFESSIONAL SUMMARY

Founder. Product operator. Builder of both software and physical products. I help teams simplify, focus, and ship what actually matters.

### WHAT I DO

- Fractional Head of Product for early-stage companies ([LEARN MORE](#))
- Product strategy and roadmap clarity ([LEARN MORE](#))
- Founder advisory across digital, physical, and DTC products ([LEARN MORE](#))

### Common Problems I Help Fix

- "We're building fast but not sure if it's the right thing"
- "The roadmap keeps changing and no one knows why"
- "The product makes sense in a deck but not in the real world"
- "We need senior product thinking without hiring the wrong person"

## WORK EXPERIENCE

### Senior Product Leadership Consultant

THE BYRD INNOVATIONS: 2020-Present

Fractional senior product leadership for founders building real products in messy reality.

- Fractional Chief Product Officer: PerfectPrice
- Contract PropTech Advisor: GPG Consulting
- Product Advisor / Consulting Product Lead: CleanHaus

### 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

- 20+ years in product management & development
- 3x patent holder
- 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

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### 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 (MarTech)

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

- Digital & Physical Design and Development
- Product Management
- Digital Design
- AI & Innovation
  - Recommender Service
  - Comparison Engine
  - M/L Models
- 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

### ADVISORY BOARDS

Relevant  
2025

Relate Commerce  
2020-2022

United News Intl  
2012-2018

St. Perpetua School  
2012-2015

### EDUCATION

BS, Natural Resource  
Management

California State University,  
Chico