

# Chris Chevalier

## Experienced Product Manager

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### Summary

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Over 20 years of experience bringing technology products to market. Success in both software and electronic hardware products targeting U.S. and global markets including consumer, SMB, enterprise, and government. I have been a business owner and an engineer, and can communicate between the technical teams, the business, and customers. I have been responsible for defining multi-million dollar product roadmaps and delivering on them. I have certifications in Product Management and as a Product Owner.

### Experience

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#### Jan. 2020 - Present

##### Principal

*Zed Foundry*

- Established Zed Foundry to provide Product Management and Product Marketing consulting and contracting services to organizations.
- Help clients determine specific marketing strategies for targeting different personas at different points in the purchase funnel. Perform competitive assessments, provide analysis of market surveys.
- Produce product marketing materials including sales training decks, whitepapers, infographics, product datasheets, blog posts, and long form articles.
- Conceived, developed, and launched 3 websites including an online service for runners which modifies their music to match their running tempo, which has benefits including reducing fatigue and increasing distances.

#### Feb 2008 – Nov 2013

##### Group Product Manager

*Lumension Security*

- Manage endpoint security and data security products installed on 2 million computers, generating \$16 million in revenue. Customers include Fortune 500 companies, military, government, large enterprise, and medium-sized businesses in Europe, U.S., Asia, Middle East, and Africa.
- Scrum Product Owner in an agile environment for 1 to 4 development teams located in the U.S., Europe, UK, and China.
- Responsible for roadmap planning, release planning, managing development resources through relationships and influence, establishing, justifying, and communicating market value, working with Marketing, Sales Engineering, and Sales teams to establish positioning, customer benefits, interviewing customers to determine current pain points and future needs, and prioritizing product maintenance work.
- Develop new products integrated into a new platform while maintaining feature parity with existing products to provide a migration path for customers which allowed for lower support costs and higher cross-selling opportunities.
- Expanded markets by achieving certification of product to NIST encryption standard, enabling wider government sales.
- Met market requirements for a new product by managing the integration of a 3rd party technology to provide features the company was unable to develop in time for launch.

- Instituted several Product Management processes and communication vehicles in the company to improve transparency, stay aligned with customer and market needs, manage expectations, and communicate priorities.
- Promoted from Senior Product Manager. Directly supervised Product Managers, Beta Programs Manager, Technical Product Manager, and Certifications Manager.

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**Sep 2005 – Jan 2008****Senior Product Manager***iCrossing*

- Managed a cross-functional team to create and launch a nationwide network of thousands of local search sites targeted at consumers and monetized through small and medium sized business advertising, automating the company's natural search optimization expertise. Hired and managed a 10-person team including developers, copy writers, and sales. Achieved #1 search result and other page 1 listings in Google Search for our clients.
- Created a new online brand reputation monitoring service offering and supporting software, using data analysis to give clients actionable insights into their brand presence on social media. Success with large clients including Bank of America, Symantec, others.

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**Feb 1995 – Aug 2005****Technical Director***Sonic Blue (Go-Video)*

- Developed a 15-product portfolio of consumer electronics products which generated \$200 million in annual revenue.
- Balanced the requirements of major retailers, the capabilities of emerging technologies, our business goals, and factory capabilities to produce tens of thousands of units a month for the North American market.
- Managed 15-20 direct reports in Engineering, Service, QA, and Technical Writing departments.
- Developed and introduced a “world’s-first” product, a new product category, and filed multiple patent applications which provided licensing revenue for decades.
- Evaluate market feasibility and technical viability of new products and product features and manage the development of those products at multiple factories in Korea, Japan, China, Hong Kong, Taiwan, England, and Germany.
- Developed products with development cycles ranging from 3 months to 1 year, with budgets of essentially zero to \$500,000

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**Certifications**

Certified Agile Professional – Product Owner

*Cape Project Management*

Product Management Certification

*Pragmatic Institute*

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**Education**

Bachelor of Science in Electronics Engineering

 *DeVry Institute of Technology*

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**Military Service**

Multichannel Communications Equipment Operator

*U.S. Army*