**Chris Horn** [chris@beefstew.net](mailto:chris@beefstew.net) [+1 (703) 407-7389](tel:+17034077389) <https://chrishorn.info/>

Working remotely from [Albany, NY](https://duckduckgo.com/?q=albany%2C+ny&t=h_&ia=web&iaxm=about) since 2018

Product Leader with 20 years of rich & varied experience as an IC and manager creating products that delight customers and drive business outcomes. Lead processes and roadmaps that connect execution with strategic vision. Thrives at solving hard & ambiguous problems and fostering collaborative cultures that focus high-performing teams on solving top-priority customer needs.

Strong track record of successful execution:

* Evolutionary and greenfield development
* Budgets from $30k to $2.75M
* Cybersecurity, B2B e-commerce, logistics, consumer, military & Federal

Uses data, research, and insight to identify opportunities. Frames challenges, crafts visions, and builds business cases. Builds product roadmaps that link functionality to outcomes. Crafts stories in the languages of engineering, design, science, and business. Continually measures progress and course corrects. Shapes people, process, and technology to deliver solutions on-time & within budget.

Naturally curious and a quick learner. Humble confidence. Skeptical optimist.

**Director, Product Management** @ Concourse Labs

FEB 2022 – PRESENT

Head of Product at a Series A cybersecurity startup (cloud infrastructure configuration compliance)

• Helped win $1.2M ARR by improving product strategy & delivery, plus hands-on guidance of customers’ product evaluation process

• Enabled sales and partnership development with better product story, product demonstration, pricing, and consultative engagement

• Successfully led a $3M+ implementation/onboarding project of a global Top 10 bank customer

• Closed $500k of professional services revenue using value-based selling

• Within first 90 days, delivered two buildtime scan capabilities to satisfy executive promise to then-largest customer using competitive research, technical and UX design, development oversight, documentation, release coordination, and customer support

• Influence culture to foster customer-need oriented dialogues based on a foundation of shared understanding, clarity of purpose, plus attitudes of empathy, psychological safety, and positivity

Advisor @ FRIDAY

FEB 2022 – PRESENT

Product & technology advisor to a pre-seed web3 privacy and data economy startup

• Developing product roadmap and product designs for a web3 data licensing protocol/platform

• Support fundraising, including leading creation of a Solana Hackathon submission

• Helped launch *MyFriday* iOS privacy reclamation app, including developing a backend component that automates email processing using Python, Gmail, and Digital Ocean

Director; Principal UX Designer @ Secure Decisions – a division of Applied Visions

SEP 2016 – JAN 2022

Leader and Principal Investigator of cybersecurity product research & development projects

• Led DARPA and DHS-funded R&D product development projects with combined budgets of $2.75M – hands-on and managerial responsibility for delivery, including research agendas, data analysis, product roadmaps, requirements, technical architectures, sprint/scrum processes, UX design, product content, technical and financial reports

• Proposed and won Lead UX designer role on STR’s software assurance product team for $50M+ DARPA Automated Rapid Certification of Software (ARCOS) program

• Website traffic from 0→100+ sessions per month through targeted marketing to 400+ security professionals via podcast, email campaigns, and 3 regional and international conferences

• Validated market demand and product-market fit through research and competitive analysis incl. product presentations, partnership discussions, and pilot program negotiations

• Managed a five company, six team project with an $18M budget to build a unified threat management system that yielded open source tools and commercial technology

• Recruited & supervised 2 PhD researchers, managed cross-functional teams of 2-12

• Defended project funding through 5 sponsor leader changes and multiple decision gates

Consultant @ Code Dx

SEP 2016 – JAN 2020

Consulting Product Manager and advisor to cybersecurity startup (acquired by Synopsys in 2020)

• Defined requirements and supervised development of Triage Assistant functionality that uses machine learning to enable users to save hundreds of hours of work

• Helped increased revenues by >30% by building spreadsheet to analyze new pricing models

• Helped generate hundreds of qualified sales leads by representing Code Dx at five conferences; presented talks about application security, networked, and provided booth support, including product demonstrations and explanations of value proposition

• Created content for sales training battle cards, marketing, and product roadmap via detailed product competitive analysis

• Positioned Code Dx as the "application security system of record" with Gartner analysts and influenced their definition of market solutions to align with our product’s capabilities

• Supported executive decisions about company org. structure, hiring, and employee comp.

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Senior Product Manager; Product Manager @ CommerceHub

NOV 2013 – SEP 2016

Product Manager at rapidly growing drop-ship e-commerce SaaS company

• Led development and release of new Performance Measurement & Compliance (PMC) software system to measure order fulfillment performance, send alert notifications, and track historical data for 30,000 suppliers – increasing accuracy, decreasing complaints, and reducing support/operations costs

• Successfully delivered PMC system through cross-functional leadership and hands-on work; conducted user research, defined requirements, influenced software architecture, and collaborated with engineering, UX, customer support, marketing, and legal

• Ensured successful roll-out and adoption of system by leading go to market efforts: market positioning, sales & support training, presentations, videos, and direct support

• Saved company over $400k by influencing technology choices of CIO, CTO, and architecture

• Improved product quality across product teams by developing & championing a product development process w/ RACI across product, marketing, engineering, and QA

• Collaboratively developed business case evaluation framework to structure decision criteria, encourage objectivity, and streamline portfolio management discussions

Lead UX/UI Designer & Researcher @ Secure Decisions – a division of Applied Visions

MAY 2010 – OCT 2013

Principal design resource within software development company of 50

• Key member of R&D contract proposal & delivery team, successfully delivered 8 major projects in tight collaboration with engineering and executive leadership

• Delivered geographically-distributed operator interface for a next-generation computer network defense system for the U.S. Navy using use case development, requirements analysis, workflow & wireframe design, HTML/CSS prototypes, and software architecture design

• Authored research reports and contributed to invention of hardware & software systems for computer network defense, 802.11 WiFi security, and cyber simulation ranges

• Supported creation of >$3M in new business proposals, including concept generation, proposal writing, graphics and visualization, work breakdown, and networking events

• Developed company-wide design and user testing guide; trained staff on its application

Interaction Designer @ MAYA Design

MAY 2007 – APR 2010

Design & research staff member focused on complex, information-rich systems

• Sole interaction designer for web-based logistics tool that enabled client to earn the only Army 2008 Secretary of Defense Performance Based Logistics Award

• Kiosk design saved client $300k and won ‘Best in Show’ at KioskCom Expo

• Successfully managed $30k to $550k+ projects with clients including GD and Whirlpool

• Active in business development and proposal writing; helped win $600k+

• Taught human-centered design training course to engineering staff of client firms

Co-Founder @ Brring!

JAN 2006 – NOV 2008

Jack-of-all-trades, worked all aspects of service creation while bootstrapping the company

• Co-designed internal policies & systems to help grow service to 16,000+ subscribers

• Wrote patent, designed logo, wrote & recorded phone tree, wrote backend Perl code

• Created IVR phone tree by recording audio and programming using Asterisk PBX

Skills

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| Product Management | Cross-functional team leadership, prioritization, product roadmap, opportunity identification, project scoping, competitive analysis, systems thinking, first principles thinking, design thinking, needs identification, pricing & revenue modeling, software architecture, system design, go-to-market plan, strategic planning, project management, KPIs, metrics, measurement, scientific method, experiment design |
| UX/UI Design | Human-computer interaction, user research, information architecture, user-centered design, use case definition, user interface design, interaction design, wireframes, personas, customer journey mapping, heuristic evaluation, usability testing |
| Culture & Communication | Executive communication, empathy, meeting facilitation, goal-oriented alignment & motivation, negotiation, evidence-driven decision making, collaboration, storytelling, ownership, influence & persuasion, psychological safety, humility, best ideas win, elicitation, interviewing, optimism |
| Marketing & Sales | Value-base selling, positioning, presales support, technical writing, figures & diagrams, product demonstration, proposal writing |
| Tools | Microsoft Office, Python, SQL, Jira, Linear, Trello, Figma, Adobe Illustrator, Confluence, Data analysis, Statistics, Stata, Octave, Tableau, Camtasia, Alchemer, Web/Internet, WebSequenceDiagrams, Git, HTML/CSS, GNU/Linux, macOS, Windows, AWS, Autodesk Fusion 360, rapid prototyping, paper & pencil |
| Domain knowledge | Computer IT systems, software development lifecycle, cybersecurity, cloud security, application security, enterprise software, logistics, e-commerce, omnichannel retail, military & defense, high-performance computing, building science, residential construction |

Education Carnegie Mellon University  
30 units toward Master of Human-Computer Interaction

Brown University  
Bachelor of Arts (BA) in Economics