

Christopher Horn

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Summary

Product manager who has charted a non-standard path through design consulting and applied R&D. Results-oriented problem solver who has consistently driven clarity of vision and responsibility, regardless of title. Motivated to understand complex systems and devise workable solutions. Draws out the best from people through a combination of high standards, clear communication, and ability to establish trust. Over 20-year career has built an unusually broad set of hands-on and managerial skills relevant throughout the product development lifecycle. Seeking a diverse, high-performing team with whom to have some fun and kick ass.

Education

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

Brown University
 Bachelor of Arts in Economics
 2001

Recent

Director (JAN 2020),
Lead UX Designer,
Senior Researcher
 Secure Decisions
 SEP 2016 – PRESENT

Leader and Principal Investigator of cybersecurity product research & development

- Led Kompar and Samaritan product dev. projects with combined budgets of \$2.75M
- Managed a five company, six team project with an \$18M budget to build a unified threat management system
- Developed and iterated product roadmaps, defined research agendas, wrote requirements, shaped technical architectures, managed sprint/scrumb processes, managed and designed UX, wrote and curated product content, wrote reports
- Conducted product presentations, partnership discussions, and pilot program negotiations to assess product-market fit
- Developed product commercialization plans, including market research, competitive analysis, financial forecast models, and strategy
- Targeted marketing to 400+ security professionals via podcast, email campaigns, and 3 regional and international conferences
- Influenced research program agendas without formal authority and designed web GUIs based on self-conducted user research for DARPA and DHS projects
- 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

- Defined requirements and supervised development of Triage Assistant functionality that uses machine learning to enable users to save hundreds of hours of work
- Conducted competitive analysis to help guide product roadmap and messaging
- Helped influence Gartner's market definition and positioned Code Dx as the "application security system of record"
- Helped refine pricing to increase revenue through spreadsheet models
- Wrote marketing content to educate prospective customers about important process challenges and corresponding product capabilities
- Synthesized user needs through interviews and secondary research about management of software security programs
- Influenced company org. structure, hiring, and employee comp through executives
- Represented Code Dx at 5 conferences via talks, networking, and booth support; product demonstrations, explanations of value proposition, question answering

Skills

Human-centered design
 User research
 Systems thinking
 Storytelling
 Empathy
 Meeting facilitation
 Psychological safety
 Collaborative leadership

Agile software development
 Physical & digital prototyping
 Goal, question, metric (GQM)
 Scientific method
 Experiment design
 Analysis & statistics
 Writing
 Creative & strategic thinking

Tools

Illustrator/Figma
 WebSequenceDiagrams
 Alchemer/SurveyMonkey
 Camtasia
 Jira/Trello
 Confluence/Wiki
 Microsoft Office
 Paper & pencil
 Many others

SQL
 Python/Perl
 Stata/R/Octave
 HTML/CSS/JS
 Git/SVN
 AWS cloud
 GNU/Linux
 macOS
 Windows

Past

**Sr. Product Manager,
Product Manager**
CommerceHub
NOV 2013 – SEP 2016

Product Manager at rapidly growing SaaS company

- Led team that released new software system to measure order fulfillment performance, send alert notifications, and track historical data for 30,000 suppliers
- Conducted user research, defined product requirements, led UX design, and collaborated with engineering, support, marketing, and legal
- Coordinated discovery and upgrade of legacy systems, plus creation of new systems, to enable self-service functionality of product vision
- Defined and socialized fulfillment performance metrics featured in customer-facing dashboards and reports that I collaboratively designed with UX
- Led go to market efforts: market positioning, sales & support training; drove customer adoption through presentations, videos, and direct support
- Supported development team's successful introduction of new continuous integration & deployment technology, including use of the AWS cloud platform
- Developed & championed product development process w/ RACI to help product, marketing, engineering, and QA apply agile, evidence-based learning practices
- Collaboratively developed business case evaluation framework to structure decision criteria, encourage objectivity, and streamline portfolio management discussions
- Demonstrated skills include team leadership, system design, requirements definition, UX design, market analysis, clear communication, and mentoring

**Lead UX/UI Designer &
Researcher**
Secure Decisions
MAY 2010 – OCT 2013

Designed UX/UI of software as principal design resource within company of 50

- Performed future product research, ideation, and design – both hardware & software
- Designed software architecture & GUI for next-generation Naval cyber defense system
- Active in business development: concept generation, proposal writing, graphics and visualization, work breakdown, networking events
- Developed company-wide design and user testing guide; trained staff on its application
- Developed subject matter expertise in computer network defense, 802.11 WiFi technology, and cyber simulation ranges
- Demonstrated skills including use case development, requirements discovery, wireframe and workflow design, web-based prototyping

Interaction Designer
MAYA Design
MAY 2007 – APRIL 2010

Designed products and services, with a focus 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

Worked all aspects of service creation while bootstrapping the company

- Wrote patent, designed logo, wrote & recorded phone tree, wrote backend code
- Built internal collaborative infrastructure to allow the team to work
- Co-designed internal policies and helped grow service to 16,000+ subscribers
- Demonstrated skills including company bootstrapping, Asterisk PBX, Linux, Perl, and customer support

**Research Programmer,
Research Assistant**
RAND Corporation
JUN 2001 – AUG 2005

Provided technical support to multiple research projects

- Developed agent-based simulation models of military C4ISR systems
- Identified need and built a grid computing system that spanned the CA and VA offices; grid decreased the time to develop simulation models by $\geq 50\%$
- Wrote report sections describing model, modeling approach, and findings
- Gave presentation on computational grids and RAND's Condor grid to ~50 programmers
- Represented RAND at requirements development meetings for DoD biometrics system
- Drafted educational material about biometric technologies and their application
- Statistically analyzed a large volume of survey data in Stata and Excel