

# Chris Amato

## Senior Product Manager | Product Strategist | Technical Leader

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## Executive Summary

Senior technical product leader with 20+ years of experience defining strategy and delivering enterprise-scale digital products for global brands including L'Oréal, Jack Daniel's, Harvard Medical School, and Carnegie Mellon University. Proven track record in **end-to-end product lifecycle management, API architecture, AI integration, accessibility compliance, and enterprise security frameworks**. Expert at translating complex business needs into measurable product outcomes, managing C-level relationships, and building cross-functional teams of 15+ engineers, designers, and product managers.

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## Core Competencies

- **Product Strategy & Vision:** Roadmap development, prioritization, and competitive positioning
  - **Cross-Functional Leadership:** Engineering, design, marketing, and executive alignment
  - **Enterprise Technical Management:** API integrations, security frameworks (SOC2, GDPR, HIPAA), accessibility compliance (WCAG, ADA)
  - **E-commerce & CMS Expertise:** Global platform optimization, conversion strategy, content architecture
  - **Team & Operations:** Senior talent recruitment, vendor management, Agile/Scrum implementation
  - **Analytics & Growth:** Data-driven decision making, A/B testing, performance optimization
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## Professional Experience

### Founder, CEO & Principal Product Strategist – Knectar Design

Northampton, MA • 2005 – Present

Own full product lifecycle from strategy through launch for enterprise platforms; negotiate multi-year contracts, recruit senior teams, and manage vendor partnerships. Delivered 150+ successful product launches across diverse industries with 98% client satisfaction.

### Selected Engagements:

- **AB InBev – Global B2B Ordering Portal:** Built multilingual Magento Enterprise portal with Docker and custom API adapters; integrated SAP, DAM, and PIM via Mulesoft; implemented secure SSO for thousands of global employees.
- **SmartLabs – Biotech Digital Ecosystem:** Architected strategy and MVP for three-tier platform (marketing site, member portal, vivarium compliance system) with SSO and third-party integrations (BioRAFT, TEEM, Zendesk).

- **Jack Daniel's – Global Digital Brand Ecosystem:** Partnered with Arnold Worldwide to deliver multi-market CMS, interactive tours, e-commerce, and international compliance features; managed multi-track teams for apps and web.
- **Carnegie Mellon University – Distributed CMS Platform:** Led redesign of flagship site and multi-department CMS (50+ units); built 50+ reusable components, achieved WCAG 2.1 AA, and reduced new site build time by ~90%.
- **Yale Center for British Art – Drupal 10 & Headless Collections Site:** Built museum site and Solr-powered collections platform supporting tens of thousands of items; authored custom Solr module for Drupal community.
- **L'Oréal Paris – Beauté Concierge (iOS):** Launched tablet-based concierge app with API infrastructure, scheduling, and advanced analytics dashboards.

**Additional Advisory Roles:** Advised SaaS startups (Buzztala, Dragonfly, Carv.io, Glassica) on product architecture, MVP definition, and go-to-market.

## Key Achievements & Impact

- **Revenue Growth:** Generated **\$50M+ in client revenue** through launches and optimizations
- **Performance:** Consistently delivered **< 2s load times and > 99.9% uptime**
- **Compliance:** 100% adherence to **WCAG accessibility, enterprise security, and regulatory standards**
- **Team Building:** Recruited and managed **50+ senior technical professionals**
- **Stakeholder Management:** Directed programs with 12+ stakeholders across multiple organizations

## Technical Proficiency & Tools

- **AI Development:** Cursor, Loveable, Anthropic, Google AI Studio
- **Product Management:** GitLab, Jira, Asana, Teamwork, Trello, Notion
- **Design & Prototyping:** Axure, Figma, Inkscape, Rhino3D
- **Frameworks & Platforms:** Drupal, Django, Node.js, Ruby on Rails, Unity, iOS & Android native
- **Cloud & DevOps:** AWS, Google Cloud, Docker, Kubernetes, CI/CD pipelines, GitHub
- **Analytics & BI:** Google Analytics, Tableau, SQL, A/B testing platforms
- **E-commerce:** Shopify Plus, Magento Enterprise, custom solutions

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## Education

- M.S., Geology – Indiana University – 1996
- B.S., Geology – Queens College, NY – 1993
- Post-Graduate Coursework, Geology – Brown University – 1999
- Certificate, .NET Programming & Software Architecture – Baruch College, NY – 2001
- The Bronx High School of Science – 1989