

Chris Castle



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I thrive on enabling others. I've helped teams conceptualize, design, and build numerous digital products through writing code, prototyping hardware, coaching employees, defining an inspiring product vision, and managing development schedules. Check out my [GitHub profile](#) or [projects](#) page to see what I've built. I've also worked as an Instructor of Avalanche Safety and the Head Coach for a cycling team.

EXPERIENCE

Founder, Product Manager, Software and Hardware Engineer ctrl industries - Seattle, WA - March 2015 to present

- Founded B2B Internet of Things Hardware+SaaS business focused on bringing better technology to "analog" industries
- Conducted primary and secondary research to understand market needs and formulate product vision
- Architected and built wireless sensor hardware prototype and SaaS technology platform

Technical Product Manager Simply Measured - Seattle, WA - July 2012 to August 2014

- Developed, planned, and directed launch of report management product for Simply Measured's analysts, making report creation process faster and more powerful while reducing defect rate; grew and managed six-person team including engineers and a junior product manager
- Managed four-person analyst team responsible for design and implementation of Simply Measured's product, 50+ customer-facing reports
- Adapted my role from product management generalist to product owner of Report Builder during substantial company growth (20 to 150 employees)

Product Manager, Cloud Technologies VivaKi Nerve Center - Seattle, WA - February 2008 to July 2012

- Created product vision, prototyped (Node.js, Ruby), and directed development of multi-agency API to allow internal development groups to access and use our managed AWS infrastructure
- Defined functionality and led development of data processing engine, processing ~1PB/week (Hadoop / AWS Elastic MapReduce)
- Collected business requirements from 1,000+ users and defined product spec for centralized marketing data storage and provisioning system

Avalanche Safety and Snow Science Instructor KCSAR - Seattle, WA - June 2008 to April 2011

- Trained King County Search and Rescue (KCSAR) personnel in Snow Safety and Avalanche Rescue
- Graduated from and received full scholarship to National Avalanche School in Snowbird, UT (highest level of avalanche education in US)

Lead Cycle Coach Team in Training - Seattle, WA - April 2009 to October 2010

- Coached cyclists of all levels for 100-mile century rides in Moab, UT and Bellingham, WA

Media Technology Specialist

Client Service Engineer Avenue A | Razorfish - Seattle, WA - October 2005 to February 2008

- Managed feature development of online messaging, tracking, and reporting products
- Guided development of in-house web analytics tool using the Atlas ad-serving system and other web technologies

Strategy Analyst Microsoft - Redmond, WA - March 2004 to March 2005

- Assessed advertising and technology markets in 30 countries to determine the potential viability of MSN's business in those markets
- Supported strategy creation for MSN's worldwide sales and marketing organization

EDUCATION, SKILLS, AND EXPERTISE

Colby College Waterville, ME - August 1998 to May 2002

B.A., Economics and Mathematical Sciences with Computer Science concentration

Senior Paper: Economic Consequences of Increased Internet Usage on Music Industry Sales

Product Management, Software Development, Hardware Development, UX Design, Web Analytics, Data Visualization, ETL, Analytics

Ruby, Node.js, HTML/CSS/JavaScript, Linux/Unix system administration, SQL, Git, Python, Amazon Web Services, Hadoop, MapReduce

Coaching, Avalanche and Snow Science Education, Mountain Biking, Skiing, Motorcycles, Road Cycling, Running, Yoga