

Chrissy Charlton

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Results-driven program leader with a decade-long track record of success in complex operational roles supporting product, design, research, strategy, and business model functions. Adept at translating visionary goals into actionable plans and demonstrated ability to drive execution across multiple programs, foster collaborative environments, and consistently deliver results. Deep expertise in leading product and service design through every phase of the innovation process. With a holistic understanding of research, design, business operations, and product development, this expertise is further amplified by a specialized MBA in Design Strategy, blending tools and frameworks to create customer-centric solutions. Lifelong learner passionate about design, technology, and mental health. Recently completed an AI product and system design certification through MIT and mapped a potential AI solution to support the integration process during psychedelic-assisted therapy. Currently engaged with Beckley Retreats, driving a research initiative to inform program development strategy.

EXPERIENCE

Program Management Leader, Industry Strategy & Marketing *Autodesk*

February 2022 – November 2023
Denver, CO

Built the Program Management function, enabling go-to-market execution of cross-functional projects, product development, marketing content and market delivery, impacting the +8.3M students active in Autodesk products globally. Manager of 4 ICs.

- Developed and implemented a comprehensive operating model to align teams with strategic planning and execution cycles.
- Partnered with the division's Leadership to translate multi-year strategy into actionable execution plans, OKRs, and KPIs.
- Successfully led change management initiatives, and achieved a remarkable 7-point improvement in engagement.
- Managed 5 direct reports to drive product and content development, enable change management, and oversee complex projects like the brand alignment of Autodesk Education's digital assets with Autodesk's design system.
- Oversaw resource planning for both in-house and vendor-based work, effectively managing a +\$3M annual vendor budget.

Sr. Program Manager & Product Owner, Premium Subscription Experience *Autodesk*

2020 - 2022
Denver, CO

Promoted to drive Autodesk's Premium subscription product offering through implementation and product development cycles.

- Successfully scaled software offerings through product strategy and program management responsibilities, doubling the base from 500 customers and 500k monthly active users to 1,100. Surpassed customer retention target of 74% at renewal.
- Managed global UX design, research, product, and engineering teams through platform and feature development; directed cross-divisional roadmap and strategy alignment to reduce time to market by 2 quarters.
- Oversaw initiatives for platform UX design, customer adoption, feature utilization, branding, sales engagement, retention, customer research and data analytics, contributing to nearly 2x Premium customer install base and an 80% retention rate.

Go-to-Market Offering Program Manager, Business Models *Autodesk*

2019 - 2020
San Francisco, CA & Denver, CO

Partnered with industry leaders to evaluate the operational viability of new product offerings within Autodesk's largest portfolio.

- Led stakeholder engagement between global product and execution teams to align go-to-market motions with business model transformation; forged partnership with UX design and research to ensure customer experience consistency.
- Forged strong working relationships with functional leaders across the company while introducing new products and models to market, like digital twin technology, Autodesk Tandem, and subscription plans that supported license model transition.
- Developed Autodesk's end-of-life guidelines to effectively transition products and ensure optimal customer experience.
- Co-facilitated Autodesk's Offering Readiness decision-making forum for new product introduction, supporting global launch.

Research Operations Program Manager, Digital Platforms *Autodesk*

2019
San Francisco, CA

Built processes and best practices for the research division to increase capacity and collaboration with product divisions.

- Oversaw customer research initiatives through planning, recruitment, execution, and synthesis to inform the development of offerings and digital platform experiences, including the new subscription account experience.
- Created a repository and system for centralizing research data and insights. Facilitated monthly cross-divisional shareouts.
- Program managed development of the new Digital Satisfaction metric, Customer Effort Score (CES). Partnered with cross-functional teams to create and implement the communication strategy for company-wide KPI implementation.

Design Operations Lead*ANEW (New Venture / Graduate Thesis)***2018***San Francisco, CA*

Venture pilot innovating solutions to reduce waste in the garment industry, helping customers love their clothes again.

- Led team of designers to create a scalable, online service matching garment designers, tailors, and customers to creatively rework clothing. Collaborated on the business model design, focusing on infrastructure for scalable operations.
- Responsible for experience design of the retail pop-up prototype. Offered \$25,000 seed funding to launch the venture.

Research Program Manager, Digital Solutions*Accion (Contract)***Summer, 2017***Washington, DC*

Consultant to an international non-profit organization focused on microfinance and financial technology in emerging economies.

- Designed and implemented a market insights research strategy. Gathered and synthesized insights from over 50 subject matter experts in Financial Technology and microfinance globally; created a white paper on the future of lending practices.
- Advised Senior Leadership on the service design strategy to ensure a scalable model across +230 financial institutions.

Product Strategist & Program Manager, Credit Innovation*Vancity Credit Union***2014 - 2016***Vancouver, BC*

Partnered with Sr. Director to create a new department and plan a series of programs to resolve misalignment between critical 2020 organization objectives and practices in consumer lending. Focused on underserved markets for our value-based bank.

- Guided cross-functional teams on product and process alignment while program managing 6 new market initiatives through market analysis, customer research, pilot, and product launch phases. Managed 3 ICs to support program delivery.
- Designed and delivered a program to integrate customer-centric design principles across the organization for improved product development and decision-making, and to implement practices to prioritize customer experience-based outcomes.
- Led R&D initiative for an experimental savings product using behavioral sciences-based principles. Initiated engagement with behavioral economics professor and PhD research group at Duke University. Chief Risk Officer direct report.

Design Strategy Lead, Talent Programs*Vancity Credit Union (Special project)***2015***Vancouver, BC*

Recognized for leadership in human-centered design methodology and nominated for a special ancillary project to build a scalable internship program. Special project, reporting directly to the leadership sponsor, the Chief Financial Officer.

- Designed strategy and subsequent programming for the future of college recruiting and mentorship.
- Enhanced the talent pipeline through scalable programming and the establishment of 5 new partnership channels for talent acquisition. Managed a \$250k budget to launch a branded campaign and inaugural internship program.
- Oversaw pilot and transitioned program to HR leads for full integration. The program remains in operation.

Senior Consultant, Policy & Business Transformation*Vancity Credit Union***2012 – 2014***Vancouver, BC*

Led critical policy and process overhaul during banking modernization, managing cross-functional teams of consultants and subject matter experts to review key financial and operational policies. Promoted within the first year to Senior Consultant.

- Partnered with leadership to develop and implement a 5-year roadmap. This resulted in improved knowledge governance, equipping 2,500 employees with timely access to information in support of 30 business units and 500,000 customers.
- Consulted management to streamline implementation of process and policy redesign in support of business transformation. Simplified 24 key business processes and consulted on change management strategy for timely decisions by senior leaders.
- Program managed banking modernization; ran cross-functional working groups in the (re)design of rules and guidelines for efficiency, desired behavioral change, and alignment of business processes to progressive policies and practices.

EDUCATION**Master of Business Administration, Design Strategy (MBA, full-time)***California College of the Arts / Commencement Speaker***2016 - 2018***San Francisco, CA***Bachelor of Business Administration (BBA)***Bishop's University / International Business, Fine Arts***2003 - 2007***Sherbrooke, QC & Amsterdam, NL*

SKILLS | Agile + Business Model Development + Certified AI Product Manager + Facilitation + OKR Setting + Process Design + Rapid Prototyping + Research & Analysis + Service Design + Stakeholder Engagement + Written & Verbal Communication

TOOLS | Asana + Confluence + Figma + Jira + Microsoft Office + Mural + ProductPlan + Qualtrics + Salesforce + Smartsheet