

Chad Alderson

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I'm skilled at making the **mundane** sound **insane**, and the **insane** easy to **explain**.

PROFESSIONAL EXPERIENCE

Partner, Product Marketing *Chico, CA (remote)*

Jan 2021 - 2024

J's Shotgun Spread is a premium CPG (Consumer Packaged Goods) brand, delivering chef-crafted garlic, provolone, and parmesan condiments that elevate a variety of dishes.

- Created the "Tastes Best With" campaign, which increased organic web traffic by 90%, showcasing the product's versatility through targeted recipe content.
- Wrote and refined key messaging aimed at outdoor cooking enthusiasts, using bold and playful language to attract and retain customers.
- Managed the overall branding strategy, ensuring consistent brand voice, visuals, and messaging across all channels to solidify the brand's market presence.

Director, Web and Digital *San Jose, CA (remote)*

Feb 2020 - Mar 2023

DataStax Inc. is The One-stop GenAI Stack - Integrated with LangChain, Vercel, GitHub Copilot and more.

- Designed and executed a trade show campaign centered around an arcade game cabinet, resulting in record booth turnout and a substantial increase in lead generation.
- Monitored key customer journeys and implemented A/B tests to optimize the website experience, leading to improved customer satisfaction and engagement.

Owner, Product Management and Sales *Chico, CA (remote)*

Jul 2010 - Sep 2020

AMP.build was a software engineering and design consultancy - "No Bull, Just Build".

- Led the product definition, development and launch of multiple client SaaS solutions and services, resulting in an **Net Promoter Score of 91**.
- Prospected, closed, managed and grew client relationships.
- Conducting outside sales and contract negotiations.
- Recruited, hired, and mentored an exceptional team of contract engineers and creative professionals.
- Led comprehensive financial management, including P&L oversight, bidding strategies, budget optimization, financial forecasting, and cash flow management, driving sustained YoY revenue growth.
- Joined **DataStax** (a client at that time) to become full-time employees in 2020.

Senior Product Manager *San Jose, CA (on site)*

Feb 2005 - Mar 2010

eBay, Inc. Research and Development - A/B Testing Platform

- Principal Product Owner of eBay's proprietary A/B testing platform capable of processing millions of page views and sessions per day, managed a cross-functional team of 8 engineers, a systems

architect, and a visual designer.

- Worked with cross-functional business partners to build consensus.

eBay, Inc. Vertical Search Experiences: Clothing and Accessories, Books Movies & Music

- Principal Product Owner for on-site experiences in the Clothing and Accessories, Books, Movies & Music, Adult Only verticals.
- Developed requirements and roadmap for user personalization and clothing fitment, enhancing user experience, increasing customer satisfaction and driving customer retention.

eBay, Inc. Search Results Page (SRP)

- Principal Product Owner for SRP relevance, data normalization, optimization, and retrieval.
- Communicated various strategies, trade-offs and recommendations to influence senior executives.
- Revamped SRP with improved classification systems, increasing search relevance and purchases.

EDUCATION

BS in Business, Management Information Systems. *Cal State Chico, CA*

Jan 1995 - Dec 1999

SKILLS

Strategic & Analytical Skills

- Go-to-Market Strategy
- Brand Management
- Product Lifecycle Management
- Data-Driven Decision Making
- Market Research & Competitive Analysis
- Pricing Strategy & Monetization
- Metrics & Performance Analysis
- Trendspotting
- Customer Journey Mapping
- User-Centered Design (UCD)

Execution & Implementation Skills

- Campaign Development & Execution
- Digital Marketing (SEO, SEM)
- Content Creation & Strategy
- Audience-Specific Messaging & Positioning
- Sales Enablement
- Customer Engagement & Experience
- Event Marketing & Trade Shows
- Cross-functional Team Collaboration
- Agile Methodology
- Deep Technical Skills

CERTS

- [HubSpot Sales Enablement certified](#) - 2023 to 2025
- [HubSpot Content Marketing certified](#) - 2023 to 2025