

Chris M. Hall

Senior Director of Product Management Generative AI

OBJECTIVE

I am a seasoned leader with a passion for orchestrating the intricate facets of organizational success. My approach combines hands-on execution, strategic ideation, team delegation, and program direction to achieve excellence. I take joy driving the creation of customer-centric solutions that exceed expectations. I am a technologist who constantly explores innovative applications, and firmly believe that Generative AI represents the future of business and technology.

EXPERIENCE

Pfizer - Digital Director, Advanced Analytics Product Management 9/2021 – current

Led the development and strategic management of generative AI products, fostered value realization initiatives across Pfizer's business units, and established product excellence frameworks and playbooks while demonstrating effective cross-functional leadership and transformational impact.

Head of Product, Generative AI

- Developed roadmap for generative AI product platform
- Developed intake and demand management model for generative AI
- Organized a product management team structure to fulfill demand
- Identified reusable product features and applications based on foundational use cases
- Led agile release planning workshop to begin use case development
- Established product council to manage demand and communicate cross-functionally
- Provided input to generative AI enterprise strategy and take direction as part of prioritization
- Partner with platform lead and delivery lead to understand how technology can meet business needs

Workstream Lead – Value Realization, Generative AI

- Led 11 teams to enable value realization for each business unit at Pfizer
- Establish a modern, inline OKR framework for value capture, measurement, and reporting
- Responded to ELT demand to be transformational by increasing value forecast 30x from incremental MVP to full scale value forecast

Value Realization Lead for Digital BU, Generative AI

- Organized and led a team to support the generative AI goals of CTO in Digital organization
- Identified, prioritized, and recommended two use cases to transform the org using gen AI
- Forecasted annual recurring value, cost estimates, and develop scaling plan for these use cases
- Coached use case leads to think like product managers to develop and deliver use cases

Omnichannel Analytics

- Established product council to manage demand across market rollouts
- Established a group product council to manage foundational analytics across workstreams

Product Operations

- Developed *Digital Produce Excellence* Framework and Enterprise Product Management playbook
- Tested playbook with 4 beacons and 8 fast followers
- Helped to hire and train product operations lead

ADDITIONAL EXPERIENCE

Humana - DH&A Lead Product Manager - LHR 9/2020 - 9/2021

- **Product Strategy and Execution:** Developed and executed a product strategy by turning data into products, setting OKRs, and aligning the team's work with strategic planning.
- **Team Leadership and Growth:** Managed a product and sprint team, including hiring and headcount management to foster team growth and development.
- **Cross-Functional Collaboration:** Collaborated with cross-functional teams to define and align processes, ensuring seamless coordination from strategic planning to tactical execution.
- **Stakeholder Management:** Effectively managed expectations with the leadership team and customers, as well as handle go-to-market (GTM) and release communications, demonstrating strong communication and stakeholder engagement skills.

Humana - DH&A Sr Product Manager - Platform 6/2018 - 9/2020

- **Strategic Impact:** Delivered a new population health management platform to enhance the lives of 3.8 million Humana members and support 3,500 users, addressing core enterprise needs.
- **Effective Execution:** Successfully managed product releases, with three releases completed in the first half of the year and a fully mapped out plan for the second half, while maintaining agile execution principles.
- **Product Improvement:** Achieved key improvements, including a 50% reduction in screen count, workflow integration with reports and data, meeting SLAs, and providing task-specific information granularity.
- **Customer-Centric Approach:** Collaborated upstream to discover, define, and validate customer requirements, working closely with product owners, business analysts, and UX design and development teams to ensure delightful customer experiences, and serving as the product lead for an enterprise Design Language System (DLS).

Sr Product Manager - Analytics - Kareo, Inc. 3/2017 - 6/2018

- Owned and delivered a premium analytics product to a b2b segment.
- Collaborated with data team on data models and user experience.
- Managed OEM and partner relationships.
- Defined the reporting vision for expanding into the b2c segment.

Manager, Product Management - Certona, Corp. 11/2014 - 3/2017

- Set product vision, strategy, and roadmaps for business objectives.
- Managed a team of 5, including product managers and UX designer.
- Improved internal product and sprint planning processes.
- Emphasized customer feedback in product management.

Senior Information Architect - Certona, Corp. 4/2012 - 11/2014

- Redesigned the primary b2b management application.
- Delivered a robust experience testing interface.
- Produced high fidelity wireframes and UX pattern guides.
- Managed UX contractors and validated designs through reviews

EDUCATION

Indiana University
Master of Information
Science, 2002

Indiana University
Dual B.A. in Cognitive
Science & Psychology,
Minor in Religious Studies,
1999

REFERENCES

Clarissa Riggins
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