

Christian D. Smith, M.B.A.

Product Engineer | Strategy

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Technical leader with 15 years building at the intersection of product, engineering, and business strategy — from shipping Windows 8.1 at Microsoft to \$6B deal platforms at AWS to founding an AI product studio. Stanford-trained in Human-Computer Interaction; Emory MBA with full Consortium fellowship; AWS Certified Solutions Architect.

EXPERIENCE

Smith Labs LLC 2021 — Present

Founder & Tech Industry Consultant · New York, NY

Product studio manifesting visions — mine and clients' — into shipped software.

- Founded product studio building AI-powered consumer and productivity tools (JoLo, Card Benefits Map, Present, Link Strippa) (<https://smithlabs.llc>)
- Accepted to Visible Hands NYC 2022, a pre-seed accelerator investing in underrepresented founders
- Architected autonomous AI-powered feature request pipeline using LLMs and Claude Code for rapid product iteration
- Deployed full-stack Next.js applications on Vercel with Prisma/PostgreSQL, handling DNS migration, GitHub CI/CD, and branch protection strategy
- Expert network consultant providing strategy, operations, and technical due diligence to growth-stage companies
- Developed investment thesis around "direct thought to execution" — the convergence of brain-computer interfaces with orchestrated AI agents

Amazon Web Services (AWS) 2022 — 2024

Technical Business Developer, Strategic Customer Engagement · Seattle & New York

Technical deal execution for AWS's largest enterprise accounts — the intersection of product, sales, and finance.

- Owned high-visibility Strategic Approvals platform used by ~400 strategic sales leaders and processing \$6B+ in enterprise deals — product owner, SRE, and data pipeline owner in one
- Structured and negotiated complex renewals averaging \$225M revenue with 14% above-target growth across finance, travel, and tech verticals
- Led organization-wide Early Renewals analysis, identifying data-driven policy changes that unlocked 24% Y1 growth
- Built reporting infrastructure behind Monthly Business Reviews and led strategic investigations to optimize APAC growth
- Partnered with AWS product teams to negotiate favorable terms and investments for strategic accounts

TripleLift 2019 — 2020

Sr. Solutions Engineer, Supply-Side & Mobile · New York, NY

Leading native programmatic ad exchange driving monetization for partners including Google and Amazon.

- Spearheaded mobile product strategy for a \$45M+ opportunity — built the financial model, roadmap, and pilot implementations from market research through launch, achieving \$3M revenue
- Managed technical partnerships with Google Open Bidding and Amazon Publisher Services, defending \$224M revenue (80% of business)
- Architected strategic supply integrations like AdMob (\$10M+ new ad spend) and managed external engineers on CTV, unblocking \$4M in marketplace liquidity
- Architected batch optimization reducing annual API COGS by \$250K; wrote IAB compliance Python crawler and Java Core Exchange adapters
- Enhanced supply-side health monitoring by piping ELK logs into company-wide Looker dashboards and automated reports
- Mentored business development associate into a full-time software engineering role

Impact 2018 — 2019

Sr. Solutions Architect · New York, NY

Full-funnel ad verification (Forensiq) for the programmatic ecosystem.

- Led implementations for Forensiq, programmatic advertising's only full-funnel ad verification suite
- Managed pixel, JavaScript, and API implementations with DSPs, Networks, SSPs, and Publishers
- Troubleshoot integrations and analyzed terabytes of data using MongoDB and SQL tools (Snowflake, BigQuery)

Nielsen Marketing Cloud 2017 — 2019

Data Solutions Lead · New York, NY

Nielsen's DMP — the bridge between product engineering and global account teams.

- Architected expansion into omnichannel data integrations driving 300M+ MAU growth with Chobani, Walmart, and IPG Mediabrands
- Built and maintained web-, API-, and file-based integrations with ad platforms including Google, Adobe, AppNexus, and The Trade Desk
- Owned Business Intelligence (Snowflake, SiSense) and ETL pipeline serving global accounts — reduced discrepancies below 5%, recouping 24% of sales previously lost to make-goods
- Built on In-Flight Analytics feature (React, Python), focusing on backend relational DB integration and XML transformation automation
- Led internal SCRUM development while providing external technical consultation to enterprise clients

Independent Technical Consulting 2017

Consultant & Builder · Latin America & Newark, NJ

A deliberate year building, traveling Latin America, and sharpening the full-stack toolkit.

- Built TheFlipSide — full original website (HTML/CSS/JS) for the apolitical news newsletter (<https://www.theflipside.io/>)
- Analyzed 2016 National Election voter data using Python Dash, surfacing voter turnout opportunities
- Developed specification, brand style guide, React demo, and mission for Fireside Chat

Clever Inc. 2016 — 2017

Partner Engineer · San Francisco, CA

EdTech platform connecting 60,000+ U.S. schools to their applications.

- Technical lead for developer relations — led trainings for 200+ educational app companies and advised strategic accounts like Schoology
- Oversaw outreach, documentation, and full execution of legacy API deprecation, saving \$50K+/yr in engineering labor
- Consulted EdTech developers on securely integrating roster data via OAuth SSO; one of two Partner Engineers serving 200+ apps as escalation point during Back to School
- Maintained and restructured developer documentation at dev.clever.com; wrote ETL scripts for customers without developer resources

Kahuna 2014 — 2016

Solutions Engineer to Sr. Solutions Engineer · Palo Alto / Redwood City, CA

Sequoia-backed marketing automation startup — joined post-Series A, stayed through acquisition.

- Generated \$2M net new ARR (33% of total) through Intelligent SDK rollout and strategic client integrations, from Series A through acquisition
- Managed shipped-to-app-store integrations for 200M+ MAU across New York Times, Weather Channel, Zillow, Yelp, Yahoo!, Tumblr, and 50+ brands
- Led product discovery for Campaign API; aggregated user stories and shipped customer-driven features with engineering (AppleFeedback API, Push-All-Devices, Intelligent Attributes)
- Partnered with CTO to deprecate a 30M events/day API, saving \$1.4M/yr while achieving 100% client migration
- Drove 125% net revenue retention of strategic partners through off-site trainings and global developer support
- Wrote custom Python solutions leveraging Kahuna APIs for content recommendations (Pluto TV, Seatgeek) and client-side integrations in Android Java, iOS Swift, and Objective-C

Microsoft 2013 — 2014

Program Manager, Windows Audio · Redmond, WA

Windows platform org — shipped Windows 8.1 and the Surface 2 launch.

- PM on Windows Audio team — shipped Windows 8.1 including the Surface 2 launch
- Drove cross-team collaboration with independent hardware vendors (Nvidia, Qualcomm) to deliver the audio experience on mobile form factors
- Worked with Windows Phone team to port and converge legacy Windows Audio APIs to WinJS; debugged issues in C++ device drivers
- Led media user scenario testing for touch devices and product investigations on voice opportunities for future releases

TiVo 2011

User Experience Engineer (Intern) · Alviso, CA

- Bridged UI engineering and UX design teams during HDUI development — built ActionScript3 prototypes, wireframes, and mockups in agile workflow

EDUCATION

Emory University, Goizueta Business School 2022

M.B.A., Product Management & Entrepreneurship Concentration

- Consortium for Graduate Study in Management, Fellow (Full Scholarship)
- GMAT 730
- VCIC Atlanta 2021 — 1st Place (Venture Capital Investment Competition)
- VP, Entrepreneurship & Venture Capital Club

Stanford University 2012

B.S., Symbolic Systems (Human-Computer Interaction & Learning)

- Interdisciplinary program spanning computer science, psychology, philosophy, and linguistics
- Built Markov chain text generator and reinforcement learning research paper — predating modern RLHF techniques by a decade
- Co-Founder & Course Instructor, Haas Center Alternative Spring Break — Education Reform & Design Thinking
- President & Co-Founder, Stanford Hip Hop Congress · Wight Foundation Scholar

SKILLS & TOOLS

Cloud & Certifications: AWS Certified Solutions Architect (SAA), AWS Certified Cloud Practitioner, GCP, Vercel, Heroku, Docker

Languages & Frameworks: Python, SQL, Java, JavaScript/TypeScript, React/Redux, Next.js, Swift, Objective-C, HTML/CSS

Data & Analytics: Snowflake, BigQuery, Databricks, ETL Pipelines, ELK/Kibana, Looker, SiSense, Jupyter

Product & Program: Agile/SCRUM, Roadmapping, PRDs & Functional Specs, API Design, Wireframing (Sketch, Figma), Developer Documentation, A/B Testing

AI & LLMs: Claude / Anthropic API, Claude Code, Prompt Engineering, LLM Integration, RAG, Agentic Pipelines

Business & Strategy: Deal Structuring, Financial Modeling, Stakeholder Management, Go-to-Market, Technical Due Diligence

Spoken Languages: Spanish (Professional), Portuguese (Elementary), Italian (Basic)