

Chris Pennell

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EDUCATION

RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS

Master of Business Administration (MBA) degree, GPA 3.82.

HOUSTON, TX

July 2026

UNIVERSITY OF HOUSTON

Bachelor of Fine Arts, Digital Multimedia, Minor in Media Studies

HOUSTON, TX

May 2008

EXPERIENCE

CHRIS PENNELL CONSULTING | B2B/B2C SaaS and AI startups

DALLAS, TX

Product Strategy & UX Research Consultant (MBA)

Aug 2023 – Present

- Defined 0-to-1 MVPs for startups resulting in validated PMF through rapid prototyping and user testing for Bridal Tech (Dressit), ESG (Novisto), and enterprise SaaS (Trmeric).
- Led product definition for Dressit and Trmeric, including search/matching systems and early GenAI workflows (e.g., Dressit x The Knot integration).
- Work directly with founders and C-suite to define product direction before engineering starts, cutting development waste by 3+ months per engagement by running discovery upfront.

INFOBEANS | Global digital transformation consultancy

LOS ANGELES, CA

Lead Product Management Consultant

Nov 2021 – Aug 2023

- Led discovery and product strategy across 6 global projects (US/India), establishing UX research and delivery frameworks across teams.
- Directed the launch of Canyon Ranch's first mobile app, connecting in-person services with digital scheduling and driving 40% higher engagement and 15% revenue growth.
- Defined KPIs and roadmaps with executive stakeholders across engagements; tied every prioritization decision to adoption and business impact targets

CHRIS PENNELL CONSULTING | B2B/B2C SaaS and AI startups

MONTREAL, QC/CANADA

Product Strategy & UX Research Consultant

Mar 2021 – Nov 2021

- Led 0-to-1 product strategy for early-stage startups Connect2Trial (Clinical Trials), Uncovered (True Crime/Media), and Smooth (PropTech).
- Defined MVP scope, positioning, and workflows to validate product-market fit.

LUDICA HEALTH

MONTREAL, QC/CANADA

Digital health startup offering motion-capture therapy solutions

Product Manager & UX Lead

June 2018 – Mar 2021

- Worked with clinicians to design HIPAA-compliant tracking tools, improving accessibility for seniors and reaching 80%+ adoption within 3 months.
- Grew and managed the product team, building the research practice and sprint cadence that scaled the platform to 500+ clinical clients without a paid acquisition model.

User Experience Lead

Sep 2014 – June 2018

- Progressed from IC to team lead and facilitated cross-functional feature delivery.
- Utilized user research and field studies to identify friction points in the virtual rehabilitation journey, resulting in an 18% increase in patient engagement.
- Managed compliance KPIs and digital product metrics tied to patient outcomes and provider retention.

LEXTANT | UX design and research consultancy serving enterprise clients

COLUMBUS, OH

UX Design & Research Consultant

Jan 2011 – Sept 2014

- Led ethnographic research and current-state/future-state analysis for Nationwide Insurance, GE, and Honda; ran 175+ usability sessions on a single engagement and presented findings directly to engineering, design, and executive leadership at each client.