

# Chris Pennell

Product leader driving B2B SaaS and product innovation. Proven success launching and scaling agile teams globally, and aligning product vision with business goals. Currently pursuing an MBA at Rice with a focus on AI product strategy and customer-centric growth.

## Skills:

- Product Strategy
- Roadmapping
- Agile & Scrum
- Backlog Grooming
- Feature Prioritization
- User Story Writing
- Power BI
- Figma
- Excel
- JIRA
- Confluence
- A/B Testing
- Customer Analytics
- LLM integrations (e.g., OpenAI)
- AI ethical considerations, bias mitigation
- Stakeholder Alignment
- Cross-Functional Leadership
- UX Research
- GTM Strategy
- **Domains:** Generative AI, and SaaS Platforms

## Professional Experience:

### Product Manager - Integrations

Asana | Oct 2025–Present

- Driving the product vision for how Asana shows up in tools like Slack and Microsoft Teams, enabling teams to stay aligned and connected without leaving their daily communication workflows. I work across Product, Engineering, Design, and Research to build simple, secure, and scalable integration experiences that strengthen visibility, reduce manual work, and support enterprise compliance needs.

### Principal Product Manager - Delivery | B2B & B2C SaaS | AI | Consulting

Infobeans | Nov 2021 – Aug 2023

- Led product strategy and delivery for clients lacking in-house PMs, including **Canyon Ranch (wellness)**, **CoAdvantage (HR tech)**, **aShareX (SaaS equity platform)**, and **SAG-AFTRA Health (health benefits)**.
- Launched Canyon Ranch's app, increasing engagement by **40%** and ancillary revenue by **15%**.
- Managed 6 cross-functional pods (US/India), improving delivery efficiency by **20%+**.
- Defined KPIs, ran customer feedback loops, and boosted feature adoption and satisfaction by **25–30%**.
- Owned agile backlogs, release plans, and product documentation aligned to client goals.

### Independent Product Consultant | B2B & B2C SaaS | AI Startups | Consulting

Contract | Mar 2021–Nov 2021

- Worked independently with select clients on product strategy and UX research. Focused on short-term, high-impact projects.
- Partnered with 4 early-stage SaaS clients (including 1 AI-focused startups) to define product strategies, launch MVPs, and validate go-to-market hypotheses.
- Delivered roadmap presentations to VC advisors and exec panels, contributing to key investment and pivot decisions.

## **Director of Product | B2B SaaS | Healthcare | Digital Health**

Ludica Health | June 2018 – Mar 2021

- Built and scaled a **motion-capture rehab platform**, increasing digital therapy adoption and market share by **25%**.
- Partnered with clinicians and R&D to develop HIPAA-compliant outcome-tracking tools adopted by **80%+** of users within 3 months.
- Led agile ceremonies, implemented sprint discipline, and optimized product backlog in collaboration with CTO.

## **Product Manager | B2B SaaS | Healthcare | Digital Health**

Ludica Health | Sep 2014 – June 2018

- Progressed from IC to team lead; mentored junior PMs and led feature discovery initiatives.
- Launched engagement features that lifted user activity by **18%**.
- Led roadmap planning and cross-functional alignment for a portfolio of wellness tracking tools.
- Delivered on patient outcomes, provider retention, and digital health compliance KPIs.

## **UX Design & Research Consultant | B2B & B2C SaaS | Consulting | Healthcare, Finance, Automotive**

Lextant | Jan 2011 – Sept 2014

- Led UX research and design strategy for clients in **finance, automotive, and healthcare** (GE, Honda, Chase).
- Delivered customer journey maps, IA, and interaction models that increased product usability and digital conversions by **20%+**
- Conducted ethnographic research and usability testing to inform new product concepts across web and mobile platforms.

## **Education:**

### **Master of Business Administration (MBA)**

Rice University (Jones Graduate School of Business) | Expected July 2026

### **Bachelor of Fine Arts:** Digital Multimedia, Minor in Media Studies

University of Houston | Graduation Date: May 2008

## **Certifications:**

**Finance for Tech Leaders** | Rice University (Coursera) | May 2024

**Product Management & Strategy** | CareerFoundry | May 2024

**Leadership Principles** | Harvard Business School Online | Nov 2022