

Chris Spagnuolo

Product Executive | Growth Catalyst | Go-to-Market Leader

Drawing on two decades of success building and scaling product organizations while driving significant revenue growth, I'm a seasoned product executive seeking VP of Product or Chief Product Officer roles with ambitious growth-stage companies. My passion lies in building high-impact product organizations that consistently deliver exceptional business results through strategic market expansion, innovative platform development, and cross-functional leadership.

As Chief Product Officer at Embroker, I built high-performing product, design, and product marketing organizations from scratch, restructuring our global footprint by transitioning from Eastern European teams to a time-zone aligned team across the Americas. This move reduced operational costs through optimized talent sourcing in the U.S., Canada, and Latin America, while enhancing team efficiency and collaboration. I developed comprehensive product and market strategies that drove the successful launch of five industry verticals, leading both the product and marketing efforts while expanding the Embroker ONE platform's capabilities. Within 6 months, this new organization launched fully digital commercial insurance products across multiple verticals, driving a 40% increase in digital conversion rates and \$33.9M in additional revenue. Under my leadership, we created an AI/ML-powered insurance platform that protects 9,500+ businesses while maintaining 4.5+ star satisfaction ratings. During my tenure, I shepherded a total increase of over \$100M in annual premium and significantly expanded our customer base and markets, establishing Embroker as an industry leader in the insurtech space. Our market expansion secured \$18M in Series D funding for scaling our marketing efforts and engineering capabilities.

Other Recent Impact Highlights

At established gaming leader Riot Games, I uncovered a significant market opportunity through churn analysis of League of Legends players. After discovering that departing players had no alternative games within the Riot ecosystem, I initiated direct player research that revealed an untapped casual gaming audience. I secured resources and built a dedicated product lab, leading a cross-functional team of game designers, engineers, and analysts through rapid iteration of various game concepts - from physical to digital, desktop to mobile. By implementing a progressive investment strategy based on audience validation, we successfully developed Wild Rift, Riot's first mobile game. This strategic expansion into mobile gaming established a new revenue stream from previously churned players, generating \$64.7 million in revenue and capturing 46.3 million downloads while positioning Riot as a multi-platform gaming leader.

At growth-stage startup Valimail, I assembled and led a customer-focused product and design organization that rapidly iterated through product concepts to identify and capture an underserved SMB market. Working with this newly built organization, we developed self-serve email authentication tools for companies lacking dedicated IT resources. I led the development of an assessment system that diagnosed email delivery issues in plain language and offered limited free fixes, building immediate customer trust. This practical approach drove a 27% activation rate and increased annual recurring revenue by 36%. The new platform, focused on simplifying complex technical processes for digital marketers, achieved a 13% conversion rate to paid tiers within six months of launch.

At early-stage startup Wander, as Chief Product Officer, I built and led a product, design, and engineering team to develop a comprehensive dual-platform tourism solution that generated \$250,000

in new revenue within three months, helping secure a crucial \$1.25M seed round. The strategic approach involved creating both B2B and B2C offerings: the B2B platform enabled Destination Marketing Organizations to create self-service, customized digital tourism maps that drove traffic to revenue-generating sites, while the B2C product achieved high-season app install rates of 28% in Moab and 23% in Sedona, well above industry averages. These maps were embeddable in DMO websites and mobile apps, or distributed as standalone, white-labeled apps, driving 27% month-over-month growth in our mobile install base.

Core Strengths

- **Revenue Generation & P&L Impact:** Track record of driving significant revenue growth through strategic product initiatives and new market expansion, with proven ability to translate product strategy into measurable business results and sustainable competitive advantage.
- **Go-to-Market Strategy & Execution:** Expert at leading both product development and market entry strategies, successfully launching new verticals and product lines while directing comprehensive product and marketing efforts that exceed conversion and growth targets.
- **Market Opportunity Analysis:** Proven methodology for uncovering untapped potential through rigorous data analysis combined with direct user research, leading to successful product expansions and new revenue streams across multiple industries.
- **Cross-Functional Leadership & Team Building:** Track record of attracting, developing, and retaining top product talent while building high-performing organizations that span product, design, engineering, and marketing functions, delivering results across multi-disciplinary initiatives.
- **Platform Development & Scaling:** Deep expertise in architecting and scaling product platforms from concept to market leadership, including AI/ML-powered solutions, self-service tools, and multi-vertical experiences that serve diverse customer segments and drive sustainable growth.
- **Rapid Execution & Validation:** Strong focus on quick hypothesis validation and nimble adaptation when needed, maintaining momentum while ensuring alignment with business objectives through progressive investment strategies and iterative development approaches.

Executive Leadership & Scale

Experienced leading product organizations of 50+ across engineering, design, and product marketing while serving products to 1M+ users and managing platforms processing high-volume transactions. Proven expertise in AI/ML implementation, SaaS platform architecture, and B2B/B2C product ecosystems. Regular experience presenting product strategy and performance to executive teams, boards, and investors, including supporting multiple successful funding rounds.

What I Bring

While my background includes notable achievements at growth-stage startups, my career spans the full spectrum of company stages. What sets me apart is my ability to drive both product innovation and business results through a comprehensive approach that combines market opportunity analysis, go-to-market execution, and high-performing team development. Throughout my career, I've consistently delivered measurable revenue impact by identifying untapped market potential, building scalable product platforms, and leading cross-functional organizations that execute with speed and precision.

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