

Chris Bray

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Overview

I offer a unique combination of leadership, technology strategy, and creative problem solving together with over 15 years of proven abilities managing and delivering large and small-scale web and mobile solutions for businesses.

I have held leadership positions in digital product development, technology team management, technology strategy, and research and development. I am accomplished and adept at building and guiding diverse teams to deliver top performance while maintaining the highest emphasis on quality.

Specialties

Management of large development teams, technology strategy, and creating comprehensive digital experiences for anything with a pixel.

Experience

APR 2007 -



Director of Technology
Schematic, Inc.
New York, NY

Schematic is an interactive marketing agency that creates digital experiences and interfaces for consumers. They help businesses succeed by deploying content, community, and commerce solutions across all of the platforms their customers interact with everyday. Schematic was OMMA's 2008 Web Design & Development Agency of the Year.

- Responsible for hiring, overseeing, and managing a team of 25 technologists (at peak) across 7 technology platform groups.
- Worked closely with technology departments across six global offices to develop and define standards and best practices, promote cross training and certification, define technology approaches and technical specifications, and established comprehensive knowledge sharing guidelines.
- Represented Schematic's technology offering and capabilities to new and existing clients while working closely with business development and account teams to define technology strategy and manage engagements.
- Provided technical leadership during all project phases including scoping and planning. Offered solutions to project challenges while mitigating risks and managing stakeholder expectations. Regularly monitored project health and served as a point of escalation for any team performance or delivery issues.
- Managed and cultivated vendor and partner relationships. Interfaced with technology vendors regularly while researching new product and service offerings that would provide our clients with a competitive advantage.

MAR 2006 –
APR 2007



VP Product Development
mSmart, Inc.

New York, NY

mSmart Inc. is a consultancy focused on mobile marketing campaigns. They bring together mobile technology and traditional marketing methodologies with a fully integrated solution for entertainment content providers and mobile advertisers.

- Developed a short code mobile campaign platform (premium and non-premium) that enabled businesses such as McDonalds and Kraft to reach their audiences with mobile advertising and opt-in interactions via SMS, MMS and WAP.
- Managed and developed mobile marketing campaigns and wireless carrier program briefs. Worked closely with the Mobile Marketing Association (MMA) to ensure all programs conformed to published guidelines and the Mobile Marketing Code of Conduct.
- Wrote requirements documentation, functional specifications and product planning documents outlining service objectives for business stakeholders and clients.
- Worked closely with mobile service providers, SMS aggregators, IVR service providers, and content providers during prototyping, development and deployment phases of all product and software life cycles.

FEB 2005 –
MAR 2006



Wireless Product Manager Musikube/NMK New York, NY

Musikube was a leading developer of music recognition and music discovery services. The company developed a suite of mobile tools to capture consumer's interest in music wherever and whenever they came across it. In 2004, Musikube was acquired by the For-Side Group.

- Responsible for prototyping, developing, managing, and maintaining 411Song, a premium mobile service that allows users to identify song titles and artists with their mobile phone.
- Oversaw development and deployment of the Musikube Ringtone Voice Portal, a simple service for consumers that enables them to find and purchase mobile media using interactive voice response technology (IVR) via their mobile phone.
- Managed a 7 person engineering team to ensure that development schedules were maintained and that product releases conformed to stated business objectives.
- Developed product requirements and specifications while working closely with mobile carriers and vendors to ensure all service features complied with cross-carrier mobile content guidelines and individual carrier playbooks.

DEC 2009 –
JAN 2003



VP Application Development Colloquis New York, NY

Colloquis (previously known as ActiveBuddy and Conversagent) created conversation-based interactive agents distributed via instant messaging platforms. In late 2000, the company launched SmarterChild to over 8M users. This led to targeted promotional and CSR agents for Radiohead, Austin Powers, The Sporting News, Cablevision and others. Colloquis was purchased by Microsoft in October of 2006.

- Staffed, managed, and grew a bi-coastal technology team from 0 to 19 people.
- Conceived, planned, developed and released SmarterChild -- the first and most popular Instant Messaging Interactive Agent -- to over 8 million registered users of AOL's Instant • •

Messenger, Microsoft's MSN Messenger, ICQ, Yahoo's Yahoo Messenger, and various third party text messaging systems.

- Led research and development efforts, and guided the application development team in codifying requirements and features resulting in a complete and patented full featured scripting platform, and a publicly released BuddyScript SDK.
- Oversaw the deployment of Colloquis technology to third parties, and guided the creative and technological development of Colloquis powered agents for various clients including Capital Records, New Line Cinema, Reuters, Keebler, and Warner Bros. Records.
- Evangelized Colloquis products and services by conducting and teaching professional service seminars. Represented Colloquis technology in sales and business development meetings, participated in industry panels, and appeared regularly in business, technology, and consumer media publications.

JUN 1995 –
DEC 1999



Web Developer / Technical Project Manager
Freelance
New York, NY

Between 1995 and 1999 I worked as a freelance web developer and technical project manager both independantly and for newly emerging interactive agencies like Meta4 Digital Design, Organic, and Grey Interactive. My work during this period was wide and varied, and included delivering strategic technology solutions for companies such as Barnes and Noble, Music Boulevard (CDNow), AT&T, Hugo Boss, Bank of Montreal, Cox, Autotrader, Hasbro, General Electric, FujiFilm, and Colgate.

- Offered a variety of development and project management services for new media companies, agencies, and traditional businesses looking to deploy new web technology services.
- Regularly interfaced with client stakeholders to manage relationships and expectations, and to map strategic business objectives to technological solutions.
- Successfully delivered a host of mission critical development services, including:
 - * Strategic evaluation and planning
 - * Specification and documentation writing
 - * Team and project management
 - * Information architecture and technical design
 - * Budget planning and tracking
 - * Discovery, due diligence, production and deployment of technology solutions
 - * Quality assurance, and training and transition

Education

SEP 1986 –
JUNE 1991



Berklee
college of
music

Berklee College Of Music
Composition Major
Boston, MA

References

Available upon request