

CHRIS D'ALESSANDRO

Product Management & Product Marketing Executive • Automotive & Connected Products

Product Strategy & Roadmap • Go-to-Market • Connected Vehicle & Mobile • Digital & eCommerce

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EXECUTIVE SUMMARY

Product management and product marketing executive with two decades leading products from concept to launch for the world's largest automotive brands and Fortune 500 companies. As Chief Product Officer, **launched 14 products in 18 months**; delivered **Ford's first connected-vehicle owner app**; and built product marketing engines that translate customer and market insight into positioning, packaging, and go-to-market. Deep automotive roots (Ford, Lincoln, Nissan, Subaru, GM, Chrysler/FCA) combined with modern digital, mobile, and eCommerce product expertise.

AUTOMOTIVE BRAND EXPERIENCE

Ford • Lincoln • Nissan • Subaru • General Motors • Chrysler / FCA — 20+ years of product, digital, and marketing leadership across OEMs and automotive media.

CORE COMPETENCIES

Product Management • Product Strategy & Roadmap • Product Marketing & Go-to-Market • Product Lifecycle (Concept → Launch) • Positioning, Messaging & Packaging • Pricing & Monetization • Connected Vehicle & Mobile Apps • Automotive Digital & eCommerce • Customer & Market Research • Product Analytics & Measurement • Agile Delivery & Cross-Functional Leadership • Organizational Design & Team Building

SELECTED PRODUCT HIGHLIGHTS

- **14 products launched in 18 months** as Chief Product Officer — from mobile apps to net-new brands, owning strategy through launch.
- **Ford's first connected-vehicle owner app** — delivered the automaker's first owner mobile application connected to a vehicle.
- **IDShield product launch** — created a new identity-theft protection product and drove 10x sales growth (300 → 3,000/month).
- **Sold out in one hour** — launched Conagra's first DTC product (Duncan Hines × Dolly Parton) on Shopify in six weeks as a live market-demand test.

PROFESSIONAL EXPERIENCE

WPP Enterprise Solutions | Detroit, MI

Jul 2026 – Present

Commerce Platforms Lead, North America — Executive Director

- Sets product and go-to-market strategy for enterprise commerce platforms across WPP's largest brand clients, spanning DTC and B2B.

VML (a WPP company) | Detroit, MI

Mar 2017 – Jun 2026

Executive Director, Commerce Platforms • Global Shopify & VTEX Lead

- **Product-led launches** — built and launched first-ever DTC products and platforms for national brands, generating **\$40M+ in new business** over nine years.
- **Product-market validation** — launched Conagra's Duncan Hines × Dolly Parton DTC product on Shopify in six weeks; **sold out in one hour**, providing the demand signal that shaped the brand's investment decision.
- **New channel launch** — stood up ADT's first DTC product line and scaled it **\$0 → \$1M+ per month**, raising conversion from 3% to 5% in year one.
- **Platform delivery** — led H Mart's seven-month replatform to VTEX (90+ stores) with in-store pick-and-pack and real-time inventory.

LegalShield | Ada, OK

Nov 2016 – Feb 2017

SVP, Chief Product Officer

- Owned the full product lifecycle across the portfolio — strategy, roadmap, definition, launch, and product marketing — as coach to a high-performing product organization.
- **14 products launched in 18 months**, from mobile applications to net-new brands.

LegalShield | Ada, OK

Nov 2014 – Nov 2016

SVP, Chief Digital Officer

- **Product marketing** — drove positioning, packaging, and go-to-market across the portfolio, aligning products to consumer demand.
- Launched IDShield (10x sales growth) and a new incorporation product; re-platformed all web properties for **+100% conversions and -20% CAC** within six months.

Publicis.Sapient (Razorfish / SapientNitro) | Detroit, MI

Feb 2014 – Nov 2014

VP, Client Partner

- **Automotive** — delivered **Ford's first connected-vehicle owner mobile app**; led the Lincoln (Ford) product and mobile program and the Fiat Chrysler (FCA) account.

TBWA\Worldwide | New York, NY

Jun 2013 – Dec 2013

Global Executive Director, Digital

- **Automotive** — led global digital and social product strategy for Nissan; won the client's first multi-holding-company engagement.

Autoweek | Detroit, MI

Feb 2011 – Jun 2013

Digital Strategy Director

- **Automotive media** — transformed the automotive publisher from print to digital, launching its first digital products, platforms, and data functions.

EARLIER CAREER — AUTOMOTIVE

MRM Worldwide — SVP, Director of Web Analytics (2010–2011): led **General Motors** global analytics across Detroit, London, Dubai, and Germany.

Carmichael Lynch — Group Director, Digital Strategy (2008–2010): digital product and strategy lead for **Subaru of America**.

Organic — Group Director, Strategy (2006–2008): built **Chrysler's** marketing-intelligence practice; led a team of 15.

JWT — Partner, Director of Web Analytics (2001–2006): led consumer analytics and web platform optimization for **Ford Motor Company**.

U.S. Army — Specialist (1991–1995): honorable service.

EDUCATION

University of Phoenix — eBusiness

Baker College — Business & Corporate Services

University of Maryland, Baltimore County — Mechanical Engineering