

CHRIS D'ALESSANDRO

Product & Innovation Executive • Founder & Chief Product Officer

AI-Native Products • 0-to-1 Product Innovation • Category Creation • Product Strategy & Go-to-Market

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EXECUTIVE SUMMARY

Product and innovation executive who builds new products—and new categories—from zero. Founder & Chief Product Officer of **Cartwell**, defining the emerging “AI shelf” category for agentic commerce and shipping its first live product, **Shelf Analyzer**. Earlier, as Chief Product Officer at LegalShield, **launched 14 products in 18 months** including the breakout IDShield. Two decades turning emerging technology—AI, mobile, connected vehicles, eCommerce—into shipped, market-validated products.

SELECTED PRODUCT INNOVATION

- **Founded Cartwell** and shipped Shelf Analyzer (live) — a 0-to-1, AI-native product creating a new category for how brands get discovered by AI shopping agents.
- **14 products launched in 18 months** as Chief Product Officer — from mobile apps to net-new brands, concept through launch.
- **IDShield** — created a new identity-theft protection product and drove 10x sales growth (300 → 3,000/month).
- **Ford's first connected-vehicle owner app** — delivered the automaker's first owner mobile application connected to a vehicle.

CORE COMPETENCIES

Product Management & Strategy • Product Innovation & 0-to-1 Builds • Category Creation • AI / LLM-Native Products • Product Roadmap & Vision • Product Marketing & Go-to-Market • Product-Market Fit & Validation • Concept-to-Launch Delivery • Positioning, Pricing & Packaging • Mobile & Connected Products • Agile & Cross-Functional Leadership • Team Building

PROFESSIONAL EXPERIENCE

Cartwell (Shelf Analyzer) | Rochester, MI

2026 – Present

Founder & Chief Product Officer

- **Category creation** — founded Cartwell to build AI-commerce infrastructure for the agentic web, defining the “AI shelf”: how brands get seen, chosen, and bought when shoppers ask an AI what to buy.
- **0-to-1 product** — conceived, designed, and shipped **Shelf Analyzer** (live), which runs brands through blind, web-grounded AI shopping simulations and returns a prioritized, shippable list of product-data gaps.
- **AI-native build** — architected a three-stage engine (generate queries → simulate shoppers → diagnose gaps) on frontier LLMs, with a blind-ranking method brands can trust and present to a board.
- **Product vision & roadmap** — set the platform strategy across three horizons (show up → convert → get bought), tiered SaaS packaging, and a lean build-validate-iterate model shipping in front of real brands.

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.

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 (ADT, Conagra, H Mart), generating **\$40M+ in new business**.
- **Product-market validation** — launched Conagra's Duncan Hines × Dolly Parton product on Shopify in six weeks; **sold out in one hour**, providing the demand signal that drove the brand's investment.

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

- Created and launched IDShield (10x sales growth) and a new incorporation product; drove product marketing—positioning, packaging, and go-to-market—across the portfolio.
- Re-platformed all web properties and migrated to mobile, delivering **+100% conversions and –20% CAC** within six months.

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

Feb 2014 – Nov 2014

VP, Client Partner

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

EARLIER CAREER

TBWA\Worldwide — Global Executive Director, Digital (2013): global digital & social product strategy for Nissan; won the client's first multi-holding-company engagement.

Autoweek — Digital Strategy Director (2011–2013): led the automotive publisher's transformation from print to digital products and platforms.

MRM Worldwide • Carmichael Lynch • Organic • JWT — senior digital strategy and analytics leadership (2001–2011) for General Motors, Subaru, Chrysler, and 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