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# OLIVIER CHAINE

CTO / Technology+Product Executive - Growth Companies

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## Skills

Leadership

Software Architecture

Product Development

Business Development

Microservices,

Big Data / ML

*Redshift, Snowflake, Airflow,*

*React.js+.native; Node.js,*

*GraphQL, Serverless*

*AWS Cloud / GCE Cloud+*

## Patents

WEBSITE USER PROFILING  
USING ANONYMOUSLY  
COLLECTED DATA

US PATENT 8,626,697

OPTIMIZING WEBSITE  
TRAFFIC AMONG CONTENT  
SOURCES

US PATENT 8,090,835

As a creative, results-driven technology executive with over 15 years of proven CTO + Technology Leadership experience, I am at the same time deeply passionate about software architectures and in how to leverage technology to accelerate customer and revenue growth.

Bridging software architecture, data science, machine learning and user behavior with his broad industry and technical experience, I am results-driven leader who focuses on the impact of technology in amplifying successful businesses and revenues.

A Hands-on leader in building and mentoring teams, product development and problem-solving, who is equally at home being Highly Strategic, working closely with executive teams, partners and Boards to set the right roadmap.

## Professional Experience

### Chief Technology Officer, TargetX

2017 - 2018

*PE-backed EdTech SaaS Platform leveraging student data for 400 universities.*

- Built a dedicated & passionate 35 person product & engineering team
- Established "Project Destiny" modern architecture (React.js+.native, GraphQL,...)
  - Set new strategic roadmap and secured Board funding+support
- Built and launched "Student Engage" platform, leading to '000's of incremental student enrollments & "student saves" and increased client retention for TargetX
- Launched TargetX Insights, "Data Science as a Service" for universities @Summit generating \$80k pre-orders (AWS Redshift, Snowflake)
- Managed major partnerships & contracts, including Salesforce.org, Informatica
  - Performed technical & strategic due diligence on possible acquisition(s)

### SVP, Paid Media & Data Platforms, The Search Agency

2015 - 2016

*Global Digital Marketing Agency focused on travel, finance, ecommerce, subscriptions, ...*

- Headed Conversion Optimization practice globally with 12 dedicated staff, generating first year bookings >\$1M
- Managed agency-wide technology development initiatives, with 2 offshore teams & multiple local engineering teams, supporting over 200 staff & technology projects
- Client Travel to supported agency account teams with thought-leadership across US, UK on Data-driven+Real-time optimization, Big Data & Programmatic advertising.
- Personally oversaw major initiatives for Apple Vacations, Organic Infusions Store, VCA and Men's Warehouse, all 6 figure plus accounts. Notables:
  - Re-envisioned travel booking stack and UX for geo- and weather based revenue tuning, personalization and social buying to increase conversion >40%;
  - Ecommerce basket analysis to find 27% cross-sell opportunities.
  - Improved digital media ROI by \$700k by implementing sophisticated profile-based, geo- & keyword- optimized microsites using custom-architected data aggregation

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- Built Advanced Shopping Feeds (CSE) for >4M SKUs for major digital media campaign for fashion ecommerce

**CEO/CTO, magnify360, Inc**

**2006 - 2015**

**Acquired by The Search Agency 2015**

- Optimized >\$500M in online advertising spend for our clients
- Product Visionary and Architect for SaaS platform & Patents
- Designed Big Data Platform that supported over 200M real-time profiled visitors, tracking implicit and direct preferences and purchase activity
- Optimized landing pages and personalization of the shopper experience, product recommendations, offer & discount targeting, multi-channel attribution, and more. Led to improvements of 28-168% in client paid media campaigns.
- *Notable Clients: Citrix, Seagate, Rushcard, Intuit, LendingTree, Netspend, ...*

**Ecommerce Consultant, Seagate.com**

**2006-2009**

- Reduced Cart Abandon Rate by 72%
- Improved merchandising & pricing for > 5,000 top SKUs
- Optimized Digital River Shopping Cart and ran significant AB Testing

**Technology Architect, Ticketmaster**

**2003 - 2006**

- Continuously profiled >10M customers & their purchase history against 100,000 active events, leading to a +22% increase in response rate and 47% decrease in unsubscribes
- Designed Custom 1:1 Event Recommendations Engine for TM

**VP Web Operations, LowerMyBills.com**

**2000 - 2003**

***Acquired by Experian 2005***

- Launched original site and grew to \$30M run rate by 2003, >\$120M by 2005
- Engineered & managed AB testing (> 50 experiments, 300% increase)
- Early pioneer in building modern data warehouse to tracking user behavior, product revenue, marketing performance, and EBITDA

**Education**

**Harvey Mudd College, Claremont, CA — Bachelor of Science, Engineering.**

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## References

“ He consistently brings the highest level of professionalism and personal care to each client opportunity. In addition, his commercial sense is highly acute, making him the marketer's best friend. He has my highest recommendation for any activity involving the technology in support of marketing.” — Riggs Eckelberry

“ Smart, hard working team member that saw tracking/analytics importance early in the online marketing evolution.” — Matt Coffin

“ Working with Olivier you immediately get the sense that he is trustworthy, ethical and honest. He's also a font of great ideas and business sense. In an ideal world, all companies would be led by people of Olivier's quality.” — Chris Varosy

“ What he developed at magnify360 is truly visionary. I am very impressed with his leadership skills and strategic direction. Oliver possesses all the qualities you want in a CEO.” — Shawn Elledge

“ Olivier Chaine is a consummate professional who I am proud to work for. His approachability and knowledge of our space has helped me grow immensely since joining magnify360 - and his ability to lead is taking our company to a whole new level. I would recommend Olivier for any type of project at any time.” — Jay Hayward

“ He is definitely one of the few CEO's i wouldn't mind working with again.” — Subash D'Souza (CTO)

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