

# CHRISTINA LUTTERS

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**Product Director** with 13+ years of experience leading organizational success through technical product initiatives for international nonprofits and mission-driven teams.

## AREAS OF EXPERTISE

- Strategic Planning & Execution
- Product Roadmaps
- Team Leadership & Direction
- Cross-functional Collaboration
- Product Development & Launch
- Change Management
- KPI Development
- Data Analysis & Presentation
- Multivariate (A/B) Testing

## WORK EXPERIENCE

### Director, Digital Product and Projects, *Comic Relief US, NYC*

Jan 2022 - current

*Comic Relief US is a nonprofit that uses pop culture and humor to inspire people to help build a just world free from poverty, best known for its Red Nose Day campaign, raising \$30M+ per year.*

- Spearheaded the technical implementation and change management of a new CRM, MarTech stack, fundraising platform, and website CMS designed to increase efficiency and reduce pain points across all teams.
- Oversaw the digital strategy and production of all marketing campaigns, including website, email, paid social, SEM, and peer-to-peer fundraising campaigns, holistically raising \$50M in 2022, a 40% increase from the prior year.
- Introduced a comprehensive Revenue Operations function to the organization, resulting in overall better donor insights and experience.

### Head of Product and Operations, *Inkwell, NYC*

Apr 2021 - Jan 2022

*Inkwell is a DEI recruitment agency transitioning from a successful offline business to a scalable AI-driven, SaaS product.*

- Created product roadmap to pivot the business; build and hired the operational structure to support it.
- Established metrics and KPI framework to measure business ROI, introducing data-driven decision-making and continuous improvement strategies.
- Prototyped a new user flow and CRM with detailed capture and analysis of user demographics and engagement to incorporate customer insights into testing strategy.
- Doubled email engagement rates within three months by identifying slow-lift, high ROI opportunities.

### Head of Technical Production, *charity: water, NYC*

Jan 2019 - Apr 2020

*charity: water is a nonprofit bringing clean drinking water to developing countries.*

Showcased exceptional range in leadership skills spearheading a cross-functional team to scale the organization's operations. Led product initiatives to improve staff and donor user experiences. Led innovation and donor impact visibility by establishing new supply chain management system to map donor to project data across disconnected systems.

- Increased organizational efficiency by redesigning outdated internal operations managing \$200M+ annual revenue, equaling 300% growth over 5 years without significant staffing increases.
- Ensured delivery of new digital product features and supported major new initiatives in coordination with vendors, contractors, and on-staff designers/engineers.
- Improved quality, visibility, and timeliness of internal metrics by initiating product data management group.
- 2x staff-voted MVP for exceptional collaboration.

### Senior Project/Product Manager, *charity: water, NYC*

May 2016 - Jan 2019

Centralized priorities for executive team and partnered with all departments to align stakeholder expectations through excellent management of organization's project and product roadmap. Drove business growth by executing all digital

fundraising campaigns and online product launches, including launch of five new consumer donation products. Maintained security of confidential data by leading execution of GDPR-compliance (data privacy) across all departments.

- Launched monthly giving program; achieving 44k members and \$15M annual recurring revenue in 3 years.
- Updated 100k+ donors with details and photos of their specific water projects through "Dollars-to-Projects" reporting.
- Increased overall organizational productivity by launching digital home of new country branch of organization, including localized versions of fundraising, recurring giving, and donor reporting platforms.
- Played a vital role in raising of more than \$5M per annual gala through top-notch supervision of technical event production, including synchronized VR viewing, interactive tablet experiences, custom live-event donation applications.

### **Project/Product Manager, *charity: water, NYC***

*Jan 2015 - May 2016*

- Helped drive 50% growth through digital marketing campaigns and customer retention-focused product launches.
- Achieved desired strategic objectives through agile methodologies by facilitating Scrum ceremonies, including daily stand-ups, sprint planning, grooming, sprint reviews, demos, and retrospectives; Optimized resources by estimating project scope and recommending scrappy, but effective alternatives
- Boosted growth, innovation, and staff engagement by initiating staff-wide brainstorms, hackathons, and reviews.
- Biggest win: launched the first emergency aid campaign in 36 hours, raised \$947k, and deployed funds within two weeks.

### **Lead Front End Developer, *charity: water, NYC***

*Nov 2011 - Jan 2015*

- Increased public awareness by producing all digital campaigns and emails from conception through all phases of web development lifecycle.
- Designed, implemented, integrated, and tested high-performance software solutions using HTML5, CSS, JavaScript, Ruby on Rails, PHP and content management systems (CMS).

## **ADDITIONAL EXPERIENCE**

**Lead Developer** · *MindSmack* · NYC · 2010 - 2011

**International Business Development Manager** · *WJ Groundwater* · Dubai, UAE · 2009 - 2010

**Web Designer & Front End Developer** · *Freelance* · remote · 2009 - 2014

**Principal Instructor** · *Kaplan China* · Qingdao, China · 2008 - 2009

**Instructor & Student Advisor** · *Kaplan Test Prep* · Newark, DE · 2007 - 2008

## **VOLUNTEER EXPERIENCE**

**Coding Instructor** · *Code Nation (formerly ScriptEd)* · NYC · 2012 - 2013

**Website Designer and Manager ("CIO")** · *The Charcoal Project* · remote · 2009 - 2013

**Peace Cell Volunteer** · *P.C.O.* · *Buduburam Refugee Settlement, Ghana* · 2008

## **EDUCATION**

B.A., International Relations, University of Delaware, Minor in Environmental/Civil Engineering

200-Hr Yoga Instructor Certification, YogaWorks

## **SKILLS & SOFTWARES**

**General Skills:** cross-functional collaboration, excellent communication and interpersonal skills, strong problem-solving skills, stakeholder engagement and relationship management, advanced analytics and performance measurement, data presentation, multi-channel content creation and storytelling, HubSpot, Google Suite, Adobe CC

**Product Management:** product development & GTM, roadmapping, wireframing, prototyping, agile methodologies, multivariate (A/B) testing, experience with subscription business models, basic coding

**Operations & Team Management:** cross-functional team leadership and management, strategic planning & execution, budgeting and resource allocation, change management, PM tools (Asana, Jira/Confluence, Monday.com, ClickUp, Notion)