CHRISTOPHER SCHROEDER

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QUALIFICATIONS SUMMARY

MARKETING AND BRANDING STRATEGY: I'm a marketing leader with a track record of building brands, launching products, and driving growth in CPG, Retail, and B2B Tech. I connect teams, customers, and business needs around a clear story, and find synergies to create strong brands through unique programs and memorable experiences. I'm particularly skilled at seeing how disconnected ideas relate, improving what already exists, and creating the enthusiasm and cross-functional support that make new ideas happen.

EXPERIENCE

Chief Brand Officer + Cofounder, Seed Theory Skincare | Botanical Skincare 2021-Present

I built the brand strategy and visual system for an independent botanical skincare brand including product positioning, packaging, eCommerce. I also designed and launched our flagship retail concept and two branded boutiques.

- Created the brand strategy, positioning, visual identity, messaging, and product architecture across 13 SKUs, translating botanical formulations into a cohesive and distinctive customer story.
- Directed packaging, photography, product storytelling, retail creative, eCommerce, and marketing communications to maintain a consistent brand across every touchpoint.
- Designed and launched the company's multi-store retail concept, owning merchandising, visual presentation, in-store signage, and the complete customer experience.
- Launched repeatable seasonal campaign framework for promotions, events, and in-store experiences that kept the brand fresh and gave customers new reasons to visit and engage.
- Integrated AI into brand strategy and digital marketing, auditing and refining SEO strategy, optimizing e-commerce product pages, and accelerating campaign development, content creation, and brand storytelling through custom AI workflows.

Head of Customer Marketing: Education + Adoption, LumApps | Employee Experience SaaS 2025-2026

Senior Global Account-Based Marketing Manager, Beekeeper | Employee Comms SaaS 2022-2025

Established Beekeeper's first global account-based programs focusing on scale, then identified customer adoption as a barrier to expansion and developed the strategy for a dedicated North American customer marketing function. Transitioned to LumApps following its acquisition of Beekeeper.

- Conceived and directed annual customer conferences across both companies, owning strategy, creative direction, brand messaging, demand generation, and sales enablement. Generated over $15M in global pipeline across two years, plus $4.1M in sourced pipeline and $9.75M in influenced deals, increasing attendance 110% YOY.
- Created scalable customer activation, education, and lifecycle programs, including the company's highest-attended customer webinar series and programs sourcing $4.5M in annual pipeline.
- Established cross-functional customer marketing strategies across Product, Product Marketing, Customer Success, and Sales to accelerate adoption, improve retention, and expansion readiness.
- Developed AI workflows using ChatGPT Business, Gemini, custom GPTs, and Gems for campaign planning, content development, knowledge management, and meeting documentation.
- Received LumApps' 2025 Marketing Award for program innovation.

Chief Marketing Officer + Founder, Somatik | Craft Wellness Products **2016-2021**

Created a new brand of innovative wellness products, focused on ethical supply chain sourcing and building relationships with top retailers in California, the largest cannabis market in the world.

- Built a four-time award-winning brand including identity, copy, product roadmap, pricing and messaging.
- Planned and executed six flagship product launches and launched nine SKUs with profitable per-unit COGS from day one.
- Developed and coached a team of 8 full-time employees and 10 brand representatives; directed all agency and external creative partners.
- Led earned PR resulting in coverage from Forbes, CNBC, San Francisco Chronicle and other national media.
- Successfully raised $1.3M in startup capital, built a licensed factory to self-produce products, and transition to adult recreation market.

Lead Product Manager, eCommerce, Jawbone | Wearable Tech + Audio **2014-2016**

Created and oversaw Jawbone's first end-to-end eCommerce optimization and development process.

- Improved eCommerce conversion 2.5x through testing strategy and experimentation.
- Increased email marketing ROI 3x and optimized abandonment programs to drive a 385% increase in revenue YOY.
- Launched Jawbone's first marketplace for connected devices and services, creating a new eCom revenue channel.
- Reduced program development costs 50% by creating a streamlined digital development process for global scaling.

Head of Marketing and Strategy, Rickshaw Bagworks | Boutique Bag Manufacturing **2010-2014**

Reporting to the CEO with P&L, ROI and budget responsibility, led marketing across eCommerce, product, corporate sales, digital and channel expansion.

- Created the company's business framework, sales strategy and first outbound sales program.
- Doubled corporate sales and grew sales channels through strategic partnerships with Google, Pantone, and Zazzle.
- Rebuilt the company's eCommerce site and online presence, increasing traffic and sales 3x.
- Directed launch of product customization platform representing 50% of direct sales and revenue.
- Planned and executed flagship product launches, integrated marketing strategy, pricing and messaging.
- Developed and coached a team of 8 employees, defining goals, improving skills and driving results.

CORE COMPETENCIES + SKILLS

- Brand Strategy + Development
- Creative Direction
- Cross-Functional Leadership
- Experiential Marketing
- Brand Storytelling + Messaging
- Product Marketing
- Integrated Marketing
- Product + Program Launch
- AI Automation & AI Workflows
- P&L + Budget Management
- Retail Strategy + Retail Experience
- PR + Media Relations

EDUCATION

Dominican University of California, San Rafael, CA | BA, Mass Communications
Emphasis: Marketing, Public Relations and Journalism

Lorenzo de Medici School of Arts, Florence, Italy | Photography, Layout Design and Intercultural Communication