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 and designed and launched our flagship retail concept and 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.

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

Lead North American customer education and adoption strategy, creating cross-functional programs that increase product utilization, strengthen account health, reduce churn risk, and prepare customers for expansion.

- Own strategy, creative direction, brand messaging, and cross-functional delivery for Bright, the company's annual customer conference, increasing participation 110% YOY, generating $3.2M in sales pipeline, and influencing $6.1M in deals.
- Built repeatable lifecycle programs, including the company's highest-attended customer webinar series and recognition programs.
- Led the design and execution of a repeatable retention playbook to increase adoption, reduce churn risk, protect recurring revenue, and improve expansion readiness.
- Received LumApps' 2025 Marketing Award for program innovation.

Head of Customer Marketing | North America, Beekeeper | Frontline Employee Comms SaaS 2022-2025

Joined to lead global account-based marketing, then identified customer adoption as a barrier to expansion and developed the strategy and internal support for a dedicated North American customer marketing function.

- Created scalable customer activation and education programs that exceeded attendance goals, remained under budget, and sourced $3.3M in annual pipeline.
- Repositioned customer marketing around adoption and expansion readiness, securing alignment across Product, Product Marketing, Customer Success, and Sales.

- Served as global lead for Frontline Success Summit, the company's annual customer conference, its highest pipeline-generating event each year.

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 manage market transitions.

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
- Adobe Creative Suite
- 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