

Christopher J. Falvey

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Product Manager | Sales Automation | Server Engineer | JavaScript Everywhere

Innovative Technology Leader and Software Developer: With extensive experience as a co-founder and key technical strategist, I specialize in pioneering web, application, and database solutions across multiple industries. Proficient in advancing sales and operational efficiencies through targeted automation programming, I have successfully led teams to build and scale digital products from inception to market leadership, generating millions of dollars in revenue. My adept leadership in deploying sophisticated technologies and managing significant projects has consistently transformed entrepreneurial ideas into scalable and successful ventures.

Unique NOLA Tours | Co-Founder
Jan 2017 - Present

SUMMARY

As a co-founder, I spearheaded the development of one of the most successful tour companies in a highly competitive market. Leveraging bespoke software and an automation-first approach, I propelled our startup from inception to a major player in the industry.

DETAILS

- **Innovative Software Development:** Designed and implemented custom sales and CRM software to streamline operations and address inefficiencies in traditional tour operator workflows.
- **Revenue Growth Leadership:** Orchestrated a sales strategy that increased private tour revenues from zero to 20% of total company earnings.
- **Logistics and Operations Optimization:** Developed a software solution for monitoring brochure distribution across over 100 high-traffic locations in New Orleans, overseeing contractor operations to ensure optimal stock levels.
- **Industry Thought Leadership:** Recognized as a thought leader in the tourism sector with features in top-tier publications including Newsweek, Forbes, Daily Mail, and Yahoo.
- **Effective Media Strategies:** Engineered successful media campaigns, securing a feature on the MTV Jersey Shore reality show, enhancing brand visibility and market penetration.

- **Website Performance Enhancement:** Optimized a WordPress site to significantly improve its Google page-load speed score from 20-40 to over 70, enhancing mobile user experience and SEO rankings.
- **Digital Advertising Expertise:** Managed comprehensive Google Ads campaigns, balancing aggressive spending with maintaining a positive cost-per-acquisition.
- **Social Media and Marketing Management:** Pioneered the integration of traditional marketing with generative AI, creating high-quality, authentic-looking content rapidly and cost-effectively, significantly reducing time and financial investment.

Protobellum | Founder
Aug 2022 - Present

SUMMARY

Founded a dynamic incubator company to spearhead innovative "bets" in software development, channeling expertise from diverse entrepreneurial and employment backgrounds to foster cutting-edge projects.

DETAILS

- **AI-Enhanced Software Development:** Spearheaded the creation of a growing portfolio of web and mobile applications, utilizing Node.js/Express, Stripe Subscriptions API, SQL Server, PM2, and Linux VPS architectures for optimal scalability and performance. Integrated AI tools with manual programming techniques to accelerate development and enhance functionality, achieving superior results.
- **Digital Marketing Expertise:** Executed a highly successful cold email marketing campaign from a nascent domain, utilizing tools like Lemwarm and ZeroBounce to optimize deliverability and achieve an outstanding 41% open rate. Additionally, adeptly managed and sold products through Google Merchant Center, enhancing visibility and sales performance across digital platforms.
- **Infrastructure Optimization:** Engineered a cost-effective NGINX load balancing system and a streamlined CI/CD pipeline, designed for minimal operational costs with scalability options to support product growth and thousands of concurrent users.
- **Codebase Management:** Skillfully integrated legacy systems into modern frameworks, minimizing the need for extensive code rewrites while effectively managing technical debt within a structured and documented process.
- **Productivity Enhancement Technologies:** Developed a bespoke personal automation system using Node.js, AutoHotkey, IIS, and Microsoft Office technologies, achieving up to a fivefold increase in productivity efficiency.

GoDo | CTO
Feb 2016 - Sep 2018

SUMMARY

Directed the technical and engineering operations for a pioneering startup specializing in tours and activities booking software, focusing on superior product development and customer satisfaction in a challenging market.

DETAILS

- **Global Team Leadership:** Led a diverse remote team of over 20 developers, testers, and designers spread across 12 time zones. Developed an effective communication system grounded in agile principles to synchronize efforts seamlessly despite geographical challenges.
- **Innovative Software Development:** Architected the foundational .NET and SQL Server software suite, designed to overcome prevalent industry challenges and technical debts, significantly enhancing customer satisfaction levels.
- **Agile Project Management:** Utilized Azure DevOps to manage the agile development of a complex product encompassing over 10 major software components, including invoicing, booking, web widgets, and scheduling. This approach strategically positioned the product to compete with established software.
- **CI/CD Systems Implementation:** Spearheaded the development of an Azure-based CI/CD pipeline, enabling developers in various time zones to commit code and database updates rapidly and with high testability, ensuring continuous integration and delivery with remarkable efficiency.

Data Fabrication | Product Manager
Jan 2001 - Feb 2016

SUMMARY

As co-founder, I was instrumental in shaping the entire product ecosystem, encompassing development, marketing, sales, and support for five innovative software and web-based solutions.

DETAILS

- **Customer Acquisition and Growth:** Successfully acquired over 30,000 customers for a diverse product suite including solutions for document delivery, internet fax, tax form management, and e-commerce platforms.
- **Product Revenue Enhancement:** Expanded a fax product from inception to process over \$7.5M in transactions and handle more than 20 million documents, significantly growing the customer base.

- **Innovative Product Development:** Collaborated with industry experts to launch the first online database of VIP contacts in the record industry, generating over \$6M in revenue.
- **Market Identification and Development:** Identified and developed a niche market for efficient and trackable document delivery systems from accounting/tax software.
- **E-commerce Solutions:** Leveraged customer and reseller insights to overcome challenges in e-commerce for users of mid-sized accounting software, creating a real-time web inventory marketplace.
- **Reseller Network Management:** Managed a network of over 400 resellers, working closely with them to establish software guidelines and ensure regulatory compliance critical to accounting and tax form delivery.
- **Customer Advocacy and Support Systems:** Established a robust support and service ticketing system for over 30k clients, enhancing customer satisfaction by rapidly integrating feedback into product development.
- **Software Development Leadership:** Spearheaded full-stack development of internal software applications for internet fax and e-commerce, collaborating with client-facing developers to tailor SQL, web, and server architecture to specific needs.
- **Strategic Partnerships and Product Support:** Partnered with options experts to develop a suite of applications for The Options Clearing Corporation, including integration with SalesLogix CRM.

Columbia College Chicago | Education

1994 - 1997

Bachelor's Degree, Interdisciplinary Arts

Digital design, photography, film at the dawn of the modern digital era.

Skills | Selected

Product Management, Technical Leadership, JavaScript, Node.js, Sales Automation, Project Management, Stripe API/Subscriptions/Reconciliation, SQL Server Database, IIS Web Server, Windows Server, Linux, Software Development, Desktop Application Development, Business Development, DNS Management, SMTP/Email Servers, E-Commerce, IT Management, Entrepreneurship, Product Development, ASP, Visual Basic, Nginx, User Interface Design, Web Design, Streaming Video, Raspberry Pi

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