

Christopher Leibee

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Senior Platform Manager | Product Strategy | Product Manager

SUMMARY

Technical Product Manager with 7 years of experience leading enterprise platforms, analytics capabilities, technology modernization initiatives, and data-informed product strategies. Experienced with translating complex business requirements into scalable solutions through partnership with engineering teams, stakeholders, and technology vendors. Skilled in platform architecture, data governance, analytics enablement, AI workflows, and operational optimization to improve decision-making, efficiency, and user experiences.

SKILLS & EXPERTISE

Technical Product Management • Enterprise Platform Strategy • Data Products & Analytics • Data Governance & Quality • Platform Architecture • AI Workflow Design • Digital Transformation • Product Roadmaps • Stakeholder & Vendor Management • API Integrations • SQL & Data Analysis • KPI Reporting • Process Automation • Compliance & Risk Management • UX Optimization • CMS Architecture • Strategic Thinking • Headless CMS • Next.js • WordPress • .NET DXP

EXPERIENCE

BUFFALO CHILDREN'S CENTER, Buffalo, WY (Remote)

10/2025 - PRESENT

Platform Product Manager

- Designed and built a digital infrastructure and CMS governance to support a nonprofit reopening efforts from product vision to deliverable.
- Created reusable blocks, publishing workflows, and low-plugin administration standards in WordPress to allow staff to easily update content without technical assistance.
- Configured technical SEO and accessibility compliance into the product foundation, setting the standard for web health using customer insights going forward.
- Documented product procedures and trained staff to support long-term ownership without ongoing developer dependency.

HOMESTREET BANK, Seattle, WA (Remote)

09/2017 - 10/2025

Digital Marketing Platform Manager

09/2019 - 10/2025

Ownership

- Owned the product strategy, platform architecture, governance, and daily operations for the customer-centric, public website of a \$7B financial institution to align digital capabilities with business priorities.
- Established the product roadmap and enhancement strategy while overseeing deployments, releases, and hosted content libraries to ensure product stability and improvement.
- Managed multiple technology vendors and implementation partners, coordinating delivery priorities, release schedules, and platform enhancements across cross-functional teams.
- Directed compliance and QA workflows governing product releases to ensure the product consistently met security, accessibility, and regulatory requirements.

Transformation

- Tasked to lead execution of enterprise modernization initiatives by evaluating existing technology ecosystems, defining future-state platform capabilities, developing business cases, and coordinating implementation while maintaining uninterrupted customer experience.
- Delivered approximately \$300,000 in annual operating cost savings by securing executive approval and leading the product transformation across vendors, developers, and internal stakeholders.
- Executed the migration of 300+ webpages with less than one hour of downtime across seven lines of business following a comprehensive product discovery and requirements assessment.

Stabilization

- Developed governance procedures and approval workflows to improve audit readiness, contributing to zero internal audit findings for six consecutive years.
- Improved accessibility to 97/100 Level A and 90/100 Level AA by leading ADA and WCAG compliance initiatives to improve the experience design.
- Developed centralized corporate mailing list procedures that standardized mailing list management to align workflows and strengthen audit readiness.

Optimization

- Led SEO strategy with a strong focus on website health and domain authority to identify customer needs and grow organic traffic by 27%.
- Consolidated vendors to simplify maintenance, reduce complexity, and unify the digital ecosystem.
- Implemented API integrations to automate customer web form submissions, enabling customer information requests to flow directly into the POS platform and reducing manual data entry.
- Leveraged A/B testing and behavior analysis to identify UX/UI improvements and implemented solutions that produced a 20% uptick in clicks and interactions.
- Led collaboration with design and marketing teams to improve audience segmentation and target digital campaign efforts by designing customer profiles.
- Managed product operational risk by identifying and responding to potential security exposure and implementing vendor controls to prevent recurrence.
- Validated reporting outputs through data analysis and SQL-based investigation to improve accuracy, identify trends, and support data-driven product decisions.

Enablement

- Aligned business stakeholder initiatives with product capabilities by gathering, translating, and prioritizing business requirements into product enhancements.
- Leveraged the use of emerging technologies like development tools and data products to enhance usability and customer experience.
- Established and documented repeatable product processes that improved operational consistency while training business users on procedures and best practices.
- Drove decision support through the development of KPI reports that measured platform performance and informed reliability and customer success.

Loan Fulfillment Specialist

09/2017 - 09/2019

- Reviewed loan documentation against internal quality standards and requirements for completeness and accuracy to ensure funding readiness.
- Verified regulatory compliance, identified documentation discrepancies, and managed exception resolutions to reduce operational and financial risk.
- Coordinated loan movement with cross-functional partners to resolve operational bottlenecks and maintain production schedules.
- Improved workflow consistency and processing efficiency to maintain quality standards through unified workflow.
- Ensured delivery accuracy by supporting timely and accurate loan funding and contributed to positive borrower experiences.

EDUCATION & CERTIFICATES

UNIVERSITY OF WYOMING Bachelor of Science: Business Management

12/2016

SEO II HubSpot Academy

SEO HubSpot Academy

PROJECTS

ChrisLeibee.com

- Developed the production platform, configured a headless CMS, and integrated supporting technologies to optimize performance and scalability of portfolio.
- Designed an AI prompt library that standardized workflows and reusable knowledge across multiple sessions.
- Built the platform on a search-first foundation, embedding SEO and AEO architecture into the website's structure to improve discoverability.

AI Governance

- Developed governance structures to define standards and controls that enable responsible, secure, and compliant AI adoption.
- Established ownership and approval processes to ensure AI accountability and response accuracy.
- Reviewed governance effectiveness and updated standards to continuously strengthen AI guardrails.