

Chris Longhurst

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Senior product strategist with 15+ years leading enterprise marketing technology platforms in healthcare, uniting technology and marketing to turn ambiguous business needs into prioritized, data-informed roadmaps. Deep experience across Customer Data Platforms (CDP), marketing automation, and attribution technology, partnering with engineering, architecture, and marketing leadership from product discovery through delivery and adoption. Builds and operates AI-assisted tools and automation, including a multi-agent research/monitoring system and a full-stack personal fitness application. Certified Scrum Product Owner (CSPO).

CORE COMPETENCIES

Product Strategy & Roadmapping | Product Discovery & Requirements Definition (Product Requirements Documents, User Stories) | Agile / Scrum | Cross-Functional Stakeholder Management | Vendor Evaluation & Management | Technical Debt & Platform Investment Strategy | Customer Data Platforms (CDP) & Audience Management (RedPoint) | Marketing Automation (Eloqua, RedPoint) | Call Tracking & Dynamic Number Insertion (Invoca) | Digital Analytics & Tag Management (Google Analytics 360, Tealium) | Content Management Systems & Digital Experience (Sitecore) | Email Service Providers (LuxSci) | Clinical Data-Informed Targeting (International Classification of Diseases (ICD-10) Code Grouping) | Data Governance & Identity Resolution | AI-Assisted Workflows (Microsoft Copilot, ChatGPT) | AI-Assisted Development & Automation (Claude, Multi-Agent Workflows, Scheduled Task Orchestration)

PROFESSIONAL EXPERIENCE

Providence Health & Services, Renton, WA

One of the largest non-profit healthcare systems in the U.S., serving millions of patients across multiple states.

Director, MarTech Product

Mar 2023 – Present

- Own product strategy and multi-year roadmap for Providence's enterprise marketing technology portfolio, spanning 20+ platform initiatives across 6 states and millions of patients annually, while prioritizing and managing a backlog of hundreds of features to balance near-term business needs against long-term platform health.
- Grow the RedPoint Customer Data Platform (CDP) beyond its initial MVP, expanding use cases, onboarding new vendor integrations, and enabling hundreds of campaigns annually across marketing automation, analytics, and digital advertising. Own ongoing product strategy for RedPoint and LuxSci.
- Drive strategic product investment decisions, evaluating cost-benefit tradeoffs and managing technical debt to balance business value, customer needs, and technical sustainability.
- Represent the Marketing Technology portfolio to leadership and cross-functional stakeholders as the subject matter expert for the enterprise MarTech stack.
- Evolve team structure and delivery cadence as the team grew to five members (three Product Owners, a Technical Program Manager, and a Project Manager/Scrum Master), sustaining delivery quality through scale-up.
- Extend the in-house campaign URL generator to give the automation team the ability to automatically build marketing emails from its tracked URLs, UTM parameters, and phone numbers, removing manual entry and keeping campaign assets in sync.

Principal Product Owner, MarTech

Jul 2021 – Mar 2023

- Joined the final stages of Providence's evaluation of RedPoint as a CDP replacement for the closed, proprietary Healthgrades CRM, then led requirements scoping and use-case definition for RedPoint's launch across email, SMS, and direct mail, giving marketing and analytics teams direct visibility into campaign-level data for the first time.
- Introduced Agile practices from the ground up when the MarTech team first formed in July 2021, establishing sprint cadences, documentation, and stakeholder communication for a team with no prior process to build on.
- Built Lamplighter, an in-house tool for generating UTM-tagged campaign URLs and logging the phone numbers used across campaigns and tactics, giving the analytics team granular, campaign-level attribution across 150+ campaigns spanning email, SMS, direct mail, social, and paid search/display.
- Led research, proposal development, and vendor selection for a medical code grouper, evaluating build-vs-license options before licensing a solution through Healthgrades. Enabled condition-based patient targeting (grouping ICD-10 codes into risk categories) that powered live healthcare campaigns and improved response rates at lower cost per campaign.
- Educated end users across the teams MarTech supported, including analytics, marketing managers, the automation team, and marketing program managers, driving adoption of new platform capabilities as they rolled out.

Senior Analytics Manager, MarTech

Jan 2020 – Jul 2021

- Sole analyst on the Marketing Platform and Analytics team, partnering with vendors, architects/engineers, and senior leadership to inform marketing spend and strategy decisions.

- Led the vendor switch to Invoca for call tracking and deployed real-time Dynamic Number Insertion (DNI) across marketing web properties, swapping displayed phone numbers based on the UTM parameters in each visitor's originating URL to enable accurate call attribution.
- Analyzed campaign performance and attribution to advise leadership on ROI optimization, and delivered monthly data visualizations to inform marketing budget decisions.

Senior Analytics Manager, Marketing

Sep 2017 – Dec 2019

- Managed multiple marketing technology platforms (Tealium, Google Analytics 360, DialogTech, Healthgrades CRM) as internal product owner, improving tracking experiences across platforms.
- Led a Terms of Use / Privacy Policy update initiative, partnering with legal and digital experience teams to balance compliance with user experience.
- Delivered campaign analytics support across multi-state marketing campaigns, spanning campaign configuration, quality assurance, marketing manager support, and campaign analysis using Google Analytics and CRM.
- Presented campaign results and analysis to internal leadership stakeholders.
- Educated Product Owners, Marketing Managers, and Web Producers on analytics platforms to enable self-service and data-driven decision-making.

Product Manager, Intranet Platforms

Jul 2014 – Sep 2017

- Owned product strategy for the Providence and Swedish intranet platforms (SharePoint 2010, 2.7M sessions/month, ~100K caregivers), leading a full redesign from requirements through implementation.
- Directly managed a team of three delivering the intranet redesign, and conducted user research and usability testing to inform design decisions.

Web Producer

Jun 2013 – Jul 2014

- Optimized the online appointment request experience, nearly tripling requests and generating approximately \$11M in revenue over 11 months.
- Piloted an online registration program for Birth & Family Education, generating a ~\$15K efficiency gain that proved the concept and led to its replication across other regions.

INDEPENDENT PROJECTS

Hypertrophy Training App

- Designed and built a full-stack web application for personalized strength training, supporting 12-week hypertrophy cycles with day-by-day muscle group focus, structured primary and auxiliary exercise programming, and longitudinal tracking of weights and reps across training cycles. Actively iterating based on real usage.

AI Multi-Agent Automation System

- Designed and deployed a system of 12 scheduled AI agents (Claude) to automate recurring research, monitoring, and reporting workflows, including multi-source data aggregation across 10+ external sites and platforms, automated reconciliation and duplicate detection against a structured tracking system, and scheduled digest reporting delivered against defined custom criteria.

EARLY CAREER

Marketing Manager, Washington Stealth Professional Lacrosse, 2010–2013

Public Relations & Advertising Assistant, JayRay Communications, 2010

Television & Web Production Coordinator, University of Washington Athletics, 2010

Digital Media Coordinator, Seattle Sounders FC / Seattle Seahawks, 2009

CERTIFICATIONS

Certified Scrum Product Owner (CSPO), Scrum Alliance, July 2021

EDUCATION

University of Washington Tacoma, BA, Interdisciplinary Arts & Sciences (Communications)

Highline Community College, AA, Political Science