

Chris Belanger

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Executive Profile

Senior Marketing Executive in the tech industry with 16 years experience as a developer, two years of creative content management, and five years of executive leadership in multiple growth companies over 23 years.

Experience

Kodeco, Inc. / Chief Marketing Officer

JANUARY 2021 - AUGUST 2023, REMOTE

Bootstrapped Kodeco's Marketing and Sales department, overseeing the hiring of our Head of Sales, Member Experience Manager, Creative Marketer, and Performance Marketing Manager.

Formalized marketing channels including email, social, and paid outreach, with the result of doubling recurring revenue for our SaaS products from \$1.5M ARR to \$3.2M ARR within two years.

Planned and executed a massively successful, company-wide rebrand from the old brand of raywenderlich.com to Kodeco, Inc, involving oversight of creative agencies, product redesign, content operations, internal communications, external PR strategy and industry partner relationships, in just 10 months.

Kodeco, Inc. / Editor-in-Chief

MAY 2018 - DECEMBER 2021, REMOTE

Formalized and restructured editorial and publishing departments of the organization, overseeing the hiring and management of Managing Editor and Technical Content Managers.

Grew our global content creation team to over 300+ members, with a result of boosting publication output from ~50 pieces per year to over 200+ pieces per year

Kodeco, Inc. / Book Team Lead

JULY 2016 - APRIL 2018, REMOTE

Designed, developed and supervised editorial and publishing pipeline systems to grow our digital and print publication offerings to result in a record \$1.2M for single-sale revenue.

Trihedral Engineering Limited / Project Technician

JANUARY 2008 - JUNE 2016, BEDFORD, NS, CANADA

Designed, developed and implemented real-time industrial control and automation systems for global clients. Served as development lead for two of the company's largest clients as well as other key accounts.

Deltaware Systems, Inc. / Quality Assurance Manager

OCTOBER 2000 - DECEMBER 2008, CHARLOTTETOWN, PE, CANADA

Developed, formalized and oversaw the Quality Assurance and Release Management systems for the company's flagship e-health projects deployed to multiple government jurisdictions across North America. Trained and led a team of three Quality Assurance members.

Education

Dalhousie University / Bachelor of Computer Science
SEPTEMBER 1996 - MAY 2000, HALIFAX, NS, CANADA

Nova Scotia Agricultural College / Engineering Diploma
SEPTEMBER 1994 - MAY 1996, TRURO, NS, CANADA

Key Skills

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|-----------------------|-------------------------|------------------------|
| • Executive Mentoring | • Executive Leadership | • Technical Leadership |
| • Brand Management | • Digital Marketing | • Copywriting |
| • Process Engineering | • Organizational Change | • Market Expansion |