

# Chris Makarsky

Building high-impact SaaS and consumer products by pairing curiosity with rigor.

chris@makarsky.com   chrismakarsky.com ↗

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## Summary

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Product leader focused on building high-impact SaaS and consumer products by pairing curiosity with rigor. I combine product & business strategy, cross-functional execution, team leadership and user empathy to launch products people love — and metrics that move.



## Highlights

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- ⌋ Built and led product organizations through scaling phases in both consumer and enterprise businesses.
- ⌋ Robust experience in building, validating, & shipping both web and mobile products that directly contribute towards user growth and sustainable revenue.
- ⌋ Strong cross-functional collaborator, especially with engineering, design, data science, R&D, customer success, and commercial teams.

## Experience

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Nov 2021 — Present · San Francisco, CA · Fountain Valley, CA

🌐 [Wisdom Panel](#), [Mars SDx](#), [Kinship](#)

### Director & Head of Product

- Lead product initiatives for pet care and consumer wellness experiences (strategy, roadmap, cross-functional execution).
  - Partner with engineering, R&D, design, operations and marketing to launch customer-facing features informed by genomics & data.
  - Define goals and metrics, run experiments, and iterate quickly to improve engagement and retention.
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Jun 2015 — Dec 2021 · San Francisco, CA

🏢 [Dealpath](#)

### VP Product & Sr. Advisor

- Owned product roadmap, execution, and team management as part of the core executive team.
  - Built the product that became a market leader for deal management in commercial real estate.
  - Advised on product strategy and scaling practices during a high-growth phase post-tenure.
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Jan 2011 — Dec 2012 · San Francisco, CA

 Klout

## Head of Product

- Oversaw consumer features & redesign that led to significant user growth & platform interest.
- Led roadmap and launches for mobile and business platforms that contributed to significant revenue growth in new channels.

Aug 2008 — Mar 2011 · San Francisco, CA

 Zynga

## Lead PM / Senior PM

- Led product for Zynga platform components and grew Zynga Poker (>10x).
- Defined sustainable growth mechanics for social gaming as part of the ZWorld initiative.
- Designed & launched Poker Blitz, the best poker game you'll never play.

Aug 2007 — May 2008 · San Francisco, CA · Sunnyvale, CA

 Yahoo!

## Product Manager

- Owned product for Y! Worlds platform and launch initiatives such as branded experiences.

## Top Skills

Agile Development

AI / ML

Commercial Real Estate

Consumer Product

Data & Experimentation

Gamification Theory

Go-to-Market

Pet Genomics

Product Design

Product Growth

Product Strategy

Roadmapping

SaaS

Social Influence

Startups

Storytelling

Team Leadership

User Experience

Value Creation

Vibe Coding

## Education



University of Virginia 2007

MS, Management Information Systems and Services



University of Virginia 2005

BS, Economics and Psychology

## Contact

EMAIL

chris@makarsky.com

LINKEDIN

/in/makarsky

WEB

chrismakarsky.com