

Christoph Khouri

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Charlotte, NC

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Executive Summary

Christoph is a pioneer in the digital media industry with deep knowledge of both the product and technical aspects of digital entertainment having experience at both start-ups and Fortune 500 companies. He has been in the Digital Media and Entertainment space for over 15 years empowering brands and product companies to build platforms to connect with their audiences.

Christoph currently leads Hearst Auto's Product and Strategy group, overseeing the digital properties of Car and Driver, Road and Track, Autoweek, and Bring a Trailer. Prior to joining Hearst, he served as Vice President for Levvel's Digital Media and Research practices. Before that, Christoph was Chief Architect and Head of Architecture and Product Strategy at AOL. Christoph brings a wealth of knowledge and an extensive track record of building and leading successful teams, innovative products and consumer experiences, and large-scale technical architectures.

Professional Experience

Hearst

NYC/Remote

2021 – Present

Head of Product

- Led digital product and strategy for Car and Driver, Road and Track, Autoweek, and Bring a Trailer
- Hired and managed team of senior product managers dedicated to each digital property
- Developed Product Strategy for the future of Digital Retail on Car and Driver
- Led multiple 3rd party integrations with large online automotive retailers and vendors
- Planned large scale migration of Bring a Trailer's web presence to a new internal platform
- Implemented Design Thinking Process utilizing user interviews of staff and clients

Levvel

Charlotte, NC

2017 – 2021

Vice President/Practice Lead – Digital Media & Entertainment

- Founder and leader of Digital Media & Entertainment practice generating \$2M in revenue in the first year
- Provided strategic direction to clients, including long term Digital Media strategies, product roadmaps, and financial planning
- Led high level architecture assessments for clients to identify areas for growth or redesign
- Managed Development, Product, and Design teams executing across multiple client engagements
- Created and executed go to market and sales strategy, identified new business opportunities, and developed growth plans for existing clients
- Identified, closed, and managed numerous \$1M+ accounts

Christoph Khouri

Vice President/Practice Lead – Research

- Expanded and led team of research analysts and writers providing custom research capabilities to clients across the FinTech and Digital Media space
- Managed integration of newly acquired company, including rebranding and client communications
- Developed and executed internal content strategy for marketing and sales efforts to expand ‘top of the funnel’ leads

AOL

NYC/Remote

2006 – 2017

Head of Architecture and Product Strategy

- Worked across divisions to consolidate all content management systems to a single multi-tenant platform
- Developed content strategy for emerging products and platforms such as VR, 360 video, bots and AI/ML to help brands implement and continue to enhance their content distribution
- Created and implemented comprehensive strategy for brands to publish content, circulate traffic, enable capture of content from external contributors, optimize syndication, and increase monetization
- Initiated Open Source program which made internal products available to the open source community and enabled employees to contribute to external projects

Chief Architect / Product Owner

- Led product and technology for global publishing platform supporting 60+ international O&O brands including Aol.com, Huffington Post, Engadget, TMZ, Makers, and Autoblog
- Reported directly to the Global CTO and managed global Development, Design, and Support teams
- Re-architected the publishing platform to support a 100% AWS migration from 6 on-premise data centers

Principal Software Engineer

- Lead engineer for Blogsmith CMS and Weblogs, Inc media brands
- Architected and developed publishing platform that served 600+ brands out of 6 geo-distributed data centers
- Supported 1,000+ internal editors and customers
- Developed live blogging platform currently in use by multiple brands including Engadget’s Apple Keynote coverage, handling billions of transactions per event
- Collaborated with Executive, Editorial, Legal, and Development teams globally on 100+ site launches
- Re-launched netscape.com as a social community site with over 500,000 active members

Castfire

San Francisco/Remote 2005 – 2012

Co-Founder/CTO

- Co-founded Castfire, a platform that enables content producers to manage audio and video content
- Developed and executed commercial and business development strategy
- Served over 1.5 million video streams per day with real time ad insertion and business logic
- Clients included multiple NFL teams, MLS, ESPN, AOL, Engadget, C|Net and others
- Architected, implemented, and maintained software and hardware platforms
- Built and led Engineering and Commercial teams across multiple countries
- Acquired by Alhabird in 2012, now part of WideOrbit

Personal interests

Member of multiple community groups focusing on IoT, entrepreneurship, product development, and STEM education. Passionate about learning new technology trends, fostering innovation, building great consumer products, and cultivating company culture. Enjoy working with anything from Arduino and Raspberry Pi to large scale cloud platforms, or even a classic car. Strong background in hardware, networking, problem solving, product strategy, technical architecture, agile software development processes, and open source. Mentor/advisor to multiple early stage start-ups through local events or online services.

Education

VANDERBILT UNIVERSITY, Nashville, TN
Bachelor of Engineering in Computer Science
Bachelor of Science in Mathematics

Patents

Inventory management system and method #09/838,007

Systems and Methods for tracking and managing an inventory of consumable products. A system in accordance with the present invention comprises a setup unit, a tracking unit and a reporting unit, and preferably has a database for storing data and is an interactive system accessible via the Internet. The system is used preferably in conjunction with a data collection device capable of reading and storing product bar codes, and transferring data to and receiving data from the main system. A method in accordance with the present invention comprises using the data collection device to read the product barcode of each consumed product unit into the system.