

CHRISTINA GHERE

Creative & Product Leader | Design Systems, Brand Strategy & Scalable Operations

Tulsa, OK | 918-760-1480 | christinamghere@gmail.com | linkedin.com/in/christinaghere

CAREER SUMMARY

Creative and product leader with 15+ years bridging design, brand strategy, and enterprise platforms. Combines a hands-on creative foundation (MFA, Visual Communications) with deep expertise in systems thinking and cross-functional delivery. Known for building high-performing creative teams, launching products, and designing the operational infrastructure that lets great creative and revenue teams operate at scale. Experienced leading multidisciplinary teams through platform modernization, process optimization, and periods of significant organizational growth and transformation.

CORE SKILLS

Leadership: Creative Team Leadership & Mentorship, Cross-Functional Collaboration, Change Management, Stakeholder Alignment, Creative Culture Building

Creative: Creative Direction, Brand & Campaign Strategy, UX/UI Collaboration, Design Systems, Content Strategy

Product & Operations: Product Strategy & Roadmapping, Platform Product Management, Workflow Optimization, Program & Project Management, UAT & QA

Technical: Salesforce (CRM, Monetization), Agile Methodologies (Jira, Confluence), Adobe Creative Suite, AI & Automation Tools, SOX Compliance

WORK EXPERIENCE

Director, Product Management — Ad Systems | Xperi Inc. Oct 2024 – Dec 2025

Led product strategy and cross-functional delivery for Xperi's advertising monetization systems, driving platform modernization while maintaining revenue stability through a major systems migration.

- Owned product strategy and roadmap for Salesforce-to-homegrown advertising systems, streamlining Order-to-Cash workflows and reducing friction across end-to-end integrations.
- Delivered a six-month Salesforce Org Migration for Monetization with zero revenue disruption, coordinating UAT across Engineering, Product, Finance, and Sales and personally resolving critical workflow blockers at go-live.
- Launched monetization and revenue workflows for new ad units across multiple platform products, including rev-share reporting, billing, and executive-facing campaign performance dashboards.
- Drove SOX compliance across monetization and billing systems by standardizing workflows and documenting system architecture in partnership with Engineering, Finance, and Audit.
- Built and developed a team of Billing and Campaign Specialists, setting priorities, coaching performance, and elevating execution quality across high-visibility cross-functional initiatives.
- Championed AI and automation adoption across teams, cutting manual effort and improving reporting efficiency through hands-on training and structured change management.
- Brought a creative-leadership lens to a systems-heavy role, applying the same standards for quality, clarity, and craft used in creative team management to how the product and workflows were built.

Senior Manager, Ad Operations | Xperi Inc. Jul 2020 – Sep 2024

Led ad operations and cross-functional platform initiatives during a period of rapid growth and company transition following the TiVo-Xperi merger.

- Drove ad operations and platform integration for the TiVo One cross-screen ecosystem, aligning Salesforce-to-homegrown workflows with audience targeting and monetization of new inventory.
- Managed end-to-end operations for 400+ campaigns annually, maintaining accuracy, quality, and on-time delivery across advertiser and revenue goals.
- Led technical migrations and workflow enhancements across 8+ departments, reducing manual effort and improving cross-functional consistency.
- Owned UAT, regression testing, and user training for platform improvements, driving adoption through multiple system upgrades.
- Built and maintained the ad spec site from the ground up, managing requirements, stakeholder reviews, translations, and launch timelines.

Senior Manager, Ad Operations | TiVo Mar 2016 – Jun 2020

Managed ad operations and creative execution across a growing cross-screen advertising ecosystem, building team capability while driving cross-functional platform improvements.

- Built and developed a 3-person creative team, providing mentorship and coaching to elevate design quality, stakeholder communication, and team efficiency.

- Co-developed new ad products and refined UX/UI placement with Product and Sales, driving stronger user and advertiser results.
- Oversaw ad operations, creative execution, and campaign scheduling, ensuring timely delivery and quality output across internal teams.
- Teamed up with creative teams, advertisers, and agencies to meet campaign goals and preserve brand standards.
- Streamlined workflows and led technical enhancements across Engineering, Product, Ad Ops, Sales, and Marketing to improve efficiency and consistency.

Manager, Ad Creative Services | Rovi Corporation May 2011 – Feb 2016

Built and led a creative team of up to 7 designers, overseeing end-to-end creative operations for a high-volume advertising portfolio spanning digital and TV platforms.

- Established quality standards and mentoring programs that elevated design output consistency across all campaigns.
- Partnered with advertisers, agencies, and sales to develop campaign creative — mockups, demos, and production assets — aligned with brand standards.
- Co-developed new ad products with Product and Sales, contributing UX/UI expertise to improve user and advertiser results.
- Produced ad creative for CES and major trade shows, managing tight timelines and high-stakes cross-functional approvals.

Advertising, Brand & Marketing Design | TV Guide · Rovi Corporation · Kansas State University · Freelance 1999 – 2011

Built a hands-on design foundation across in-house, agency, and freelance roles — creative production and craft skill that shaped my eye for effective creative and laid the groundwork for my later creative and product leadership.

- Designed advertising, marketing, and brand creative across digital, TV, and print platforms for consumer and B2B organizations, collaborating with clients, sales, and production teams to bring campaign objectives to life.
- Partnered with engineering and product teams to design onscreen guide UI and define banner ad placement specifications — early exposure to the UX/product thinking that became central to my later leadership roles.
- Established design standards and reusable templates that improved consistency and efficiency across marketing and product surfaces.
- Produced freelance marketing and visual communications work and designed materials for Kansas State University's Dept. of Engineering Communications, translating complex content into clear, high-impact creative assets.

INDEPENDENT PROJECTS

AI & Content Strategy — Independent Projects | Self-Directed 2025 – Present

Independent work applying AI, design, and product thinking to real-world projects — spanning content strategy, product development, and early-stage business consulting.

- Built and grew a short-form content brand from scratch, applying AI tools to brand voice and content strategy, reaching 900K+ views and 42K+ likes in the past year.
- Designed and built two AI-powered web applications end-to-end, including UX design, AI prompt engineering, brand identity, and pricing strategy, as hands-on exploration of product development from concept through MVP.
- Created and designed a range of digital products, including guides, workbooks, and templates across lifestyle and career topics, applying end-to-end product thinking from concept to visual design.
- Partnered informally with early-stage startups across creative direction and marketing strategy, applying AI tools in real business contexts.

EDUCATION

Master of Fine Arts (MFA), Visual Communications — Kansas State University

Bachelor of Arts (BA), Graphic Design — Friends University

PROFESSIONAL DEVELOPMENT

Leadership Discovery Program, TiVo (2015–2016) | Harvard Business Leadership Online Modules (2016) | Management Training, Xperi (2023) & TiVo (2015)