

Kristen Wagner, PMP

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EXPERIENCE

Head of Operations & Operations Program Manager

Stacks Ecosystem (Stacks Asia Foundation & Stacks Labs) | Seattle (Remote) | JAN 2025 - MAR 2026

Dual-appointed as Head of Operations (Stacks Asia) and Operations Program Manager (Stacks Labs) to synchronize regional GTM with global protocol roadmaps

- Launched Stacks' APAC operations by building all hiring pipelines, localized CRM systems, and marketing automation for Korea, Japan, and China
- Built Stacks' regional digital marketing and ambassador programs, launching a tri-lingual newsletter with a 57% average open rate and scaled social by 8K+ users
- Scaled operational output via AI-assisted development, independently building community sentiment trackers, localized web pages and marketing assets without a technical team
- Managed regional GTM partnerships by co-authoring investor reports and overseeing the execution of 15+ private dinners and a 40-piece localized media package
- Optimized ecosystem operations by building a centralized Notion workspace to automate internal documentation, partner tracking, and growth reporting

Senior Program Manager, Global Marketing Operations

OKX | Remote / NYC | JUN 2023 - DEC 2023 (7 mos)

Selected to lead a new marketing operations unit within OKX due to my expertise in cross-functional collaboration and operational excellence

- Designed a knowledge management system to centralize marketing documents, templates, and best practices for the Global Growth Center (150+ members)
- Facilitated cross-functional workshops to identify process inefficiencies, resulting in 20+ operational improvements
- Owned creation and approval of all marketing Standard Operating Procedures (SOPs)
- Launched 60+ marketing videos as the program lead, onboarding a remote workflow solution and streamlining processes, resulting in a 40% faster time-to-market

Project Manager, Product Marketing

OKX / Okcoin | Remote / NYC | DEC 2021 - JUN 2023 (1 yr 7 mos)

First and only Project Management hire to support and grow a team of 18, installing new processes for launch delivery across departments, languages, and global time zones

- Built a Product Marketing GTM launch framework from scratch, authoring project templates, 20+ cross-functional SOPs, and an onboarding playbook for new hires
- Developed a product release tracking system, achieving 100% adoption across the product org, while operationally supporting 10+ concurrent launches weekly
- Served as the lead Project Manager on company-wide rebrand
- Drove 10+ promotional campaigns, collaborating with external partners to reach mutually beneficial project outcomes, such as 5,000+ new wallet downloads

SKILLS & TOOLS

Project Management: JIRA, Smartsheet, Asana, Trello, Notion, MS Project, MS Office, Azure DevOps, Linear & more

Data Visualization: PowerBI, Tableau, Excel, G Sheets, Airtable

AI & Automation: Zapier, Claude Code, Midjourney, Gemini

Operations Management

Stakeholder Management

Copywriting & Editing

Process Design

AI-Assisted Development

AI-Assisted Project Management

AWARDS

OKX's "Crushing it" Award offered once yearly only to the top 10% of employees

Protiviti's iAchieve Award to recognize employees for providing outstanding client service

EDUCATION

University of Washington

Bachelor of Business Administration

Finance | Technology & Innovation Management

June 2015

Project Management Professional (PMP)

Project Management Institute

Issued Nov 2025

Credential ID 4230567

Program Manager

Freehold Inc. | Remote / Netherlands | JUL 2020 - OCT 2021 (1 yr 4 mos)

Head of operations and marketing execution for an affiliate marketing start-up in the Stacks ecosystem

- Led the configuration of our entire marketing technology stack, including CRM deployment, email marketing, marketing automation, and partner payout systems
- Formulated Freehold's marketing strategy to recruit and deploy Stacks (STX) token educators, resulting in a community of 200+ dedicated content contributors

Senior Consultant, Security & Privacy

Protiviti | Seattle, WA | JAN 2019 - JAN 2020 (1 yr 1 mo)

Held privacy consulting roles across 3 global organizations with a focus on GDPR and CCPA

- Served as the lead consultant on the development of the Smartsheet Accelerator for GDPR, a tool for organizations to inventory and evaluate data operations
- Unlocked a new revenue stream as the first on-site Smartsheet Solutions Consultant, designing custom solutions to achieve client business outcomes

Operations Team Lead

Microsoft (Contract) | Seattle, WA | JUL 2017 - DEC 2018 (1 yr 6 mos)

Directed a team of 17 data collection moderators and 4 project managers, overseeing all aspects of project delivery, resource allocation, and employee performance

- Developed a full-scale project management framework in Smartsheet and Azure DevOps to streamline team operations and improve time to project delivery
- Directed vendor onboarding for all 10+ offsite data collections, including RFP / SOW creation, vendor selection, budget negotiation, and training
- Improved team operations by implementing a series of initiatives, such as daily scrum, project management training, and implementing a post-mortem process

Project Manager

Microsoft (Contract) | Seattle, WA | MAY 2016 - JUL 2017 (1 yr 3 mos)

Direct ownership of over 20 Agile data collection projects to enable quality AI and machine learning algorithms

- Secured a new line of business by developing strong cross-functional relationships with clients and stakeholders
- Executed a cross-functional training program for all data collection moderators, cutting lag times due to resource strain by 15%
- Led new employee onboarding, reducing onboarding time by 30%