

# Chris Mongeon

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## Professional Summary

Pricing and monetization leader with 14 years in SaaS, including a decade as Director of Revenue & Product at MediaFire, a subscription platform serving 100M+ users, and its small-business product, fast.io. Built fast.io's pricing from scratch, including credit-based consumption pricing for its AI features and seats bundled into the base plan, and set discount governance, approval workflows, and a separate international price tier for MediaFire's plans. Repriced on evidence: experiments that lifted MRR 12%, a holdout test that led to a 40% price increase with a single-digit volume decline, and an LTV analysis that removed a cannibalizing plan and lifted subscription revenue 8%. Led a team that included a Product Manager and an analyst layer; trained in financial analysis at Macquarie Group; B.S. Economics.

## Core Skills

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Pricing &amp; Monetization:</b> | Pricing strategy and governance, discount governance, approval workflows, and escalation processes, competitive pricing analysis and benchmarking, segment and geographic price tiers, price testing and price elasticity (A/B and holdout experimentation), multi-product portfolio pricing, packaging and bundle architecture, credit-pool, consumption, and subscription pricing                                                                                                                                           |
| <b>Revenue Operations:</b>         | Subscription billing and payment systems (Stripe), revenue analytics by market, segment, and product line, KPI frameworks and reporting standards, executive dashboards and reporting (weekly, monthly, quarterly), revenue forecasting and planning models, driver-based forecasting (pricing, conversion, and retention drivers to revenue outcomes), LTV, CAC, churn, retention, and cohort analysis, unit economics, financial modeling, Excel (PowerQuery, PowerPivot), PowerPoint, SQL, Tableau, Looker Studio, HubSpot |
| <b>Leadership &amp; Change:</b>    | Team leadership including a Product Manager and an analyst layer, hiring, training, and developing analysts, building functions from the ground up, influencing senior stakeholders without direct authority, cross-functional leadership across product management, engineering, design, analytics, and finance                                                                                                                                                                                                              |

## Professional Experience

### PRINCIPAL & FOUNDER

October 2025 - Present

Mongeon Consulting & Systems LLC

Randolph, VT

- Operate an independent product pricing and revenue operations practice with five live shipped products.
- Built [Pricing Workbench](#), a live pricing analysis application with three linked modules: a revenue and margin forecast for bundle and subscription price changes, a willingness-to-pay research module (Van Westendorp, Gabor-Granger, monadic) that calibrates stated intent and returns the result to the forecast as a sourced assumption, and a volume, mix, and price variance model for forecast misses.
- Designed, built, and launched [Left Unspent](#), a live subscription personal finance product: two-tier pricing with monthly and annual plans, a 14-day application-side trial gate, and complete Stripe billing including Checkout, signature-verified idempotent webhooks, the Customer Portal, and Radar fraud monitoring.

### DIRECTOR OF REVENUE & PRODUCT

July 2015 - September 2025

MediaFire

Remote

- Set product strategy and owned product and revenue for the full monetization stack of a cloud storage SaaS platform with 100M+ users, launching and scaling subscriptions, billing, payments, pricing, ad monetization, and post-transaction flows from requirements through post-launch measurement.
- Built the complete monetization model for fast.io from scratch, including the Fast Credits consumption system: per-operation rates for file scanning, metadata generation, token consumption on RAG queries, and AI summaries, each calibrated against cost to serve.
- Designed and executed pricing experiments that increased Monthly Recurring Revenue by 12%.
- Implemented data-driven pricing changes based on LTV analysis, increasing yearly subscription revenue 8% in six months.
- Ran a randomized holdout test on the Pro plan's 50%-off framing; when results contradicted the initial hypothesis, moved the price anchor to the annual discount and raised the price 40%, increasing net revenue on the plan about 30% (a six-figure ARR increase) with a single-digit decline in volume.

- Launched MediaFire Ultra, a premium plan for heavy downloaders, on the download page with sales and referral tracking in place before launch; tracking showed its sales were fully incremental to existing plans.
- Built a separate international price tier for MediaFire Ultra covering markets in Europe and Asia Pacific, with price levels optimized through A/B testing.
- Launched a free trial conversion program achieving a 14% conversion rate, adding 5% to Annual Recurring Revenue.
- Built the KPI frameworks, executive dashboards, and revenue management, forecasting, and planning models that turned large, complex data sets into success metrics for each launch and actionable insights for strategic decisions across the organization. Instituted agile practices across a cross-functional team of five (engineers, analysts, designer) that reduced project lead time by 25%.
- Built end-to-end retention infrastructure including automated renewal flows, in-funnel save-sale offers, win-back campaigns, and dunning optimization, protecting gross and net retention across the subscription base.
- Designed and maintained payment systems including suspension enforcement, appeal escalation, and dispute response, reducing financial leakage and safeguarding customer trust.
- Built and managed a three-person product and revenue team: a Product Manager, Advertising and an Operations Analyst as direct reports, with an Advertising Analyst reporting through the PM. Directed the work of a dedicated software engineer and a shared designer.

## **PRODUCT MANAGER, ADVERTISING**

*July 2012 - June 2015*

MediaFire

*Remote*

- Managed ad operations and advertising revenue end-to-end: partner onboarding, pre-sales inventory forecasting for direct deals, compliance auditing, revenue realization tracking, contract negotiation, and gross margin monitoring.
- Eliminated ad partner non-payment by building onboarding and financial health reviews for new partners.
- Rebuilt inventory packaging, pricing, and forecasting across direct and programmatic channels, treating yield as a system that balanced advertiser demand against user experience.
- Managed two direct reports (an Advertising Analyst and an Operations Analyst), conducting hiring, training, and professional development.
- Drove 200% eCPM lift by championing a mobile-optimized site redesign that improved ad viewability by 60%.
- Increased programmatic revenue 20% by implementing real-time bidding tools and processes.

## **ADVERTISING ANALYST**

*May 2011 - July 2012*

MediaFire

*The Woodlands, TX*

- Built the advertising analytics function from the ground up, driving 300% revenue growth by identifying optimization opportunities across 7 supply-side partners.
- Designed and ran structured experiments on ad formats and placements, improving desktop revenue by 30%.

## **ASSOCIATE, CREDIT ANALYST**

*September 2010 - April 2011*

Macquarie Investment Bank, Macquarie Group

*Houston, TX*

- Managed a portfolio of energy-producing counterparties for the commodities trading group, performing financial analysis and covenant compliance to support structured trade and lending transactions.
- Collaborated across divisions to support transaction formation and approval, providing credit risk support.

## **Volunteer Work**

### **VOLUNTEER**

*May 2020 - May 2024*

Snack Pak 4 Kids San Antonio

*San Antonio, TX*

- Built the program's ordering, inventory, and delivery-route system in Excel: enrollment and allergy counts converted into tote and pallet orders for 51 schools and about 3,300 children, with checks that flag a missing or duplicated school before trucks are loaded. Program leaders estimated it saved them 10 hours a week; maintained it remotely after relocating to Vermont.

## **Education**

### **BACHELOR OF SCIENCE, ECONOMICS**

*August 2006 - May 2009*

University of Houston

*Houston, TX*