



# MICHAEL ANDERSON

## DIGITAL PRODUCT LEAD

### PROFILE

Strategic Digital Health Product Manager with a robust background in healthcare technology and a demonstrated ability to drive product vision and execution. Expertise in collaborating with clinical teams to translate medical needs into innovative digital solutions that improve patient outcomes. Adept at utilizing data-driven insights to inform product strategy and enhance user experiences.

### EXPERIENCE

#### DIGITAL PRODUCT LEAD

##### MediTech Dynamics

2016 - Present

- Directed product strategy for a digital health platform, resulting in a 35% increase in market penetration.
- Collaborated with healthcare professionals to develop features that address real-world clinical challenges.
- Implemented user feedback loops to continuously enhance product functionality, improving user retention by 30%.
- Managed the product roadmap and prioritized feature releases based on strategic goals and user needs.
- Utilized analytics tools to track product performance and inform decision-making processes.
- Facilitated training sessions for healthcare providers to ensure effective use of digital tools.

#### ASSOCIATE PRODUCT MANAGER

##### HealthBridge Technologies

2014 - 2016

- Contributed to the development of a health management system that improved patient data accessibility.
- Conducted competitive analysis to identify market trends and inform product positioning.
- Assisted in the creation of marketing materials that effectively communicated product benefits.
- Engaged with end-users to gather insights and refine product features.
- Supported project management activities, ensuring timely delivery of project milestones.
- Collaborated with developers to troubleshoot issues and enhance product performance.

### CONTACT

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### SKILLS

- Strategic Planning
- Clinical Collaboration
- User Experience Design
- Data-Driven Decision Making
- Project Management
- Team Leadership

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

BACHELOR OF SCIENCE IN HEALTH  
INFORMATICS, UNIVERSITY OF  
MICHIGAN

### ACHIEVEMENTS

- Increased user engagement by 50% through innovative feature development and user experience enhancements.
- Recognized as 'Employee of the Month' for outstanding contributions to product development.
- Successfully launched a new product line that generated \$1 million in revenue within the first six months.