MA

Michael Anderson
DIGITAL PRODUCT MANAGER

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Results-oriented Digital Health Product Manager with extensive experience in the design and execution of innovative health solutions. Proven track record in driving product development initiatives that enhance patient outcomes and operational efficiencies. Expertise in data analysis and user research informs strategic product decisions. Exceptional interpersonal and communication skills facilitate collaboration with stakeholders across all levels.

SKILLS

- Product Design
- User Research
- Data Analysis
- Project Coordination
- Stakeholder Communication
- Team Leadership

EDUCATION

MASTER OF HEALTH ADMINISTRATION, UNIVERSITY OF NORTH CAROLINA

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Successfully launched a digital health product that exceeded sales projections by 30% in the first quarter.
- Received 'Innovative Product Award' for excellence in digital health solutions.
- Achieved a 20% improvement in patient outcomes through product enhancements.

EXPERIENCE

DIGITAL PRODUCT MANAGER

HealthIQ Technologies

2016 - Present

- Designed a digital therapeutics platform that improved patient adherence rates by 40%.
- Collaborated with healthcare stakeholders to identify product requirements and validate solutions.
- Implemented data-driven decision-making processes to enhance product development.
- Managed a cross-functional team to deliver projects on time and within budget.
- Conducted market research to identify emerging trends and inform product strategy.
- Developed user training and support materials to facilitate product adoption.

PRODUCT COORDINATOR

eHealth Innovations

2014 - 2016

- Supported the launch of a health management app that increased user engagement by 50%.
- Assisted in conducting user testing to gather feedback and inform design improvements.
- Collaborated with marketing teams to develop promotional strategies for product launches.
- Engaged with end-users to understand their needs and inform product enhancements.
- Managed project documentation to ensure clarity and alignment among teams.
- Participated in team meetings to discuss project progress and resolve issues.