



# MICHAEL ANDERSON

## Senior Digital Product Manager

Accomplished Digital Health Product Manager with a passion for integrating technology into healthcare solutions to drive efficiencies and improve patient outcomes. Extensive experience in managing product development from concept through launch, with a strong focus on user-centered design. Exceptional analytical skills enable effective decision-making based on data insights and market trends.

### WORK EXPERIENCE

#### Senior Digital Product Manager

2020-2023

WellnessTech Solutions

- Led the development of a patient-centric health application that improved user engagement by 45%.
- Oversaw the integration of advanced analytics to track user behavior and inform product enhancements.
- Collaborated with clinical teams to align product features with patient needs and healthcare regulations.
- Managed project timelines and budgets to ensure successful product delivery.
- Facilitated workshops and focus groups to gather user insights and validate product concepts.
- Presented product updates to executive leadership, securing ongoing investment in product development.

#### Product Manager

2019-2020

Health Innovations Group

- Participated in the development of a digital health platform that streamlined patient communication.
- Conducted market research to identify user needs and inform product development.
- Supported the creation of marketing materials that effectively communicated product benefits.
- Engaged with end-users to gather feedback and drive continuous improvement.
- Assisted in managing project schedules and deliverables.
- Collaborated with cross-functional teams to ensure alignment on product goals.

### ACHIEVEMENTS

- Increased product revenue by 70% within the first year of launch through targeted enhancements.
- Received 'Best New Product' award from the Digital Health Forum for innovative design.
- Successfully led a project that resulted in a 50% increase in patient satisfaction scores.

### CONTACT

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### EDUCATION

#### Bachelor of Science in Computer Science

Stanford University  
2016-2020

### SKILLS

- User-Centered Design
- Product Development
- Data Insights
- Project Management
- Team Collaboration
- Stakeholder Engagement

### LANGUAGES

- English
- Spanish
- French