



MICHAEL ANDERSON

PRODUCT LEAD

PROFILE

Dynamic health platform product manager with extensive experience in digital health solutions, focusing on enhancing user engagement and clinical outcomes. Demonstrates proficiency in leading product strategy across diverse healthcare environments, including public health systems and private enterprises. Recognized for the ability to synthesize complex data into actionable insights, fostering a culture of continuous improvement and innovation.

EXPERIENCE

PRODUCT LEAD

Wellness Technologies

2016 - Present

- Directed the product lifecycle for a mobile health app, resulting in a 50% increase in user retention.
- Implemented user feedback loops, enhancing product features based on real-time data.
- Collaborated with engineers to integrate AI-driven analytics into the platform.
- Developed key performance indicators to measure product success and user satisfaction.
- Managed vendor relationships to ensure seamless integration of third-party services.
- Facilitated workshops to align product vision with organizational strategy.

ASSOCIATE PRODUCT MANAGER

SmartHealth Solutions

2014 - 2016

- Contributed to the conceptualization and launch of a chronic disease management platform.
- Analyzed user data to identify trends and inform product enhancements.
- Assisted in the development of marketing strategies that increased product visibility.
- Coordinated with design teams to create user-friendly interfaces.
- Supported testing phases, ensuring product quality and compliance.
- Engaged with healthcare professionals to validate product effectiveness.

CONTACT

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SKILLS

- Digital Health
- User Engagement
- Data Analytics
- Product Lifecycle Management
- Cross-Functional Leadership
- Market Research

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN HEALTH
INFORMATICS, UNIVERSITY OF
WASHINGTON

ACHIEVEMENTS

- Awarded 'Best New Product' for innovative health solutions at the annual Health Tech Conference.
- Increased product adoption rates by 35% through targeted marketing campaigns.
- Implemented a user onboarding process that reduced churn by 25%.